THE CITY OF SAN DIEGO

OFFICE OF THE INDEPENDENT BUDGET ANALYST REPORT

Date Issued: March 27, 2009 **IBA Report Number:** 09-26

City Council Docket Date: March 30, 2009

Item Number: 60

Parking Meter Utilization Improvement

OVERVIEW

On Monday, March 30, 2009 the City Council will consider changes to the City's Parking Meter Program. This item was previously heard at the Land Use & Housing Committee meeting on March 11, 2009. At that meeting the Committee asked staff to seek input from the Community Planners Committee and then referred the plan to the City Council for action. If the modifications to the City's Parking Meter Program are approved the results will be:

- Establish a target on-street utilization rate of 85% to optimize parking (The current average meter utilization rate in the City is 38%.)
- Authorize the Mayor to set meter rates between $.50 and $3.00 (Performance Based Pricing) to facilitate the optimal on-street utilization rate. The conventional approach is to set a static rate regardless of location and duration. Currently, the majority of the City's parking meters are set at $1.25 per hour.

On-Street Utilization Rate: The point at which parking supply is maximized yet there remains a sufficient level of parking available to motorists.

- Authorize the Mayor to change the operational hours for parking meters from 8:00 am – 6:00 pm (Sundays and City Holidays excepted) to within a range of 8:00 am – 2:00 am (Monday through Sunday with Holidays excepted) based on market demand.
- Authorize changes to Council Policy 100-18. Under the current Council policy, the City's costs for administering the Community Parking Meter program are absorbed by the City with the exception of ($113,000) related to administrative services. If the proposed modifications to Council Policy 100-18 are approved, the Community Parking Districts will assume 45% of the operational costs to the program. ***If approved, this would result in a significant savings to the City's General Fund of $948,095.***
- Add 5.00 positions (1.00 Senior Parking Meter Technician, 3.00 Parking Meter Technicians, and 1.00 Transportation Engineer) to the Fiscal Year 2010 Budget to handle the tasks associated with administering the program during the extend operating hours at a cost of $473,192

- An estimated net revenue increase (Total revenue less total expenses) to the General Fund of $4.3 million in Fiscal Year 2010 based on staff's projections.
- Through the use of new technology the ability of the City and Community Parking Districts to analyze meters and on-street parking utilization using real time data.

The purpose of this report is to review staff's proposal as well as provide additional information to augment the information included in staff's March 16, 2009 report to the City Council.

FISCAL/POLICY DISCUSSION

In June 2003, the City Council asked the City Manager to form a Parking Task Force to make recommendations on parking related issues. One of the recommendations of the Parking Task Force was to create a Downtown Parking Pilot Program to provide information and sample techniques that would optimize the use of on-street parking in the Downtown area that could be applied Citywide. One of the significant technology improvements deployed in the Pilot area was the swapping of single coin operated meters for multi-space pay stations. The multi-space pay stations accept a variety of payment methods including credit card, coins, and prepaid value cards. The multi-space pay stations are also outfitted with wireless capabilities allowing real-time data to be shared with City staff at a central location. In addition, the wireless capability enables staff to impose different parking rates and time limits during different hours of the day or week. This concept is known as Performance Based Pricing. ***If approved the Council will be authorizing staff, with input from the Community Parking Districts, to change the hourly rate from a static $1.25 to a range of $.50 - $3.00 and the parking meter operational hours from 8:00 am – 6:00 pm to a range of 8:00 am – 2:00 am depending on the market demand.*** The proposed expansion of the City's Parking Meter Program is based on data that was acquired from the Pilot area using the multi-space pay stations.

Additional Revenue to the City

Starting in Fiscal Year 2010, staff is estimating a gross increase of $8.4 million in revenue to the City and Community Parking Districts as a result of the proposed changes to the Parking Meter Program. This would be in addition to the $7.6 million already budgeted in the General Fund for Fiscal Year 2009, resulting in a 110% percent increase. Revenue from this program is deposited in the City's General Fund and then disbursed to the Community Parking Districts based on the allocation formula outlined in Council Policy 100-18. For Fiscal Year 2010, staff is projecting that the City will receive a net increase of $4.3 million to the General Fund. This figure is net of expenses related to Personnel, Non-Personnel, and the Community Parking Districts' transfers. Staff has estimated the increase to parking meter revenue for Fiscal Year 2010 using the following assumptions:

- 5,150 total parking meter "spaces" in the City of San Diego.
- Using an average of 15 hours per space per day (The maximum hours of operation under the new proposal is 18). Currently, parking meter revenue is based on 10 hours per space per day.
- Using the current hourly rate of $1.25.
- Total number of operating days increases from 302 to 354.
- On-street utilization rate of 38% per meter per day. This is based on the Pilot area utilization rate.
- Using the Fiscal Year 2008 Actual revenue of $7.5 Million and multiplying by 50% to capture increased revenue due to the Performance Based Pricing.
- Increased revenue due to the multi-space pay stations and new technology single head meters having a credit card option.

The IBA was provided with the assumptions and backup information related to the calculations of the increased parking meter revenue. The overall assumptions were sound and under the proposal the City will experience an increase in revenue. The potential increase in parking meters hours alone will result in additional revenue for the City. However, the IBA would like to point out that there are risk factors with staff's assumptions. One risk factor is the Pilot area did not included extended hours or days. As a result, staff was not able to test the theory that the multi-space pay stations or meters would experience the same usage during the extended hours as in daylight hours.

In addition, the switch from existing coin operated parking meters to a combination of multi-space pay stations and new technology single head meters will take time to purchase and install. Staff has indicated that the swap out of meters is relatively quick, a day at the most, but it is important to note that the City has over 5,150 meters. Both of these factors could result in less than expected revenues to be collected in Fiscal Year 2010. The IBA does agree that projected revenues will be achieved in time as the program is fully implemented.

With the City facing an estimated $60 million deficit for Fiscal Year 2010, the increased revenue as a result of the changes to the Parking Meter Program would be welcomed. However, the City needs to ensure that the amount of revenue that is included in the Fiscal Year 2010 Proposed Budget is as accurate as possible. If the City underestimates the revenue and makes reductions to the Fiscal Year 2010 Proposed Budget then service levels are impacted unnecessarily. If the City overestimates the revenue and the projections are not met, then services might need to be reduced mid-year 2010.

It is unclear if staff will be including the additional revenue from the Parking Meter Program modifications in the Fiscal Year 2010 Proposed Budget. However, the IBA will evaluate the amount that is included in the proposed budget, if any, as part of our review of the Mayor's Fiscal Year 2010 Proposed Budget.

Additional Personnel/Non-Personnel Expenses Required To Support The Increased Service Hours

The City Treasurer's Fiscal Year 2009 Annual Budget includes 1.00 Parking Meter Supervisor and 8.00 Parking Meter Technicians to administer the City's Parking Meter Program. This includes the maintenance and collection of revenue from the parking meters and multi-space pay stations. To address the increase in service hours, staff is proposing to add 5.00 positions (1.00 Senior Parking Meter Technician, 3.00 Parking Meter Technicians, and 1.00 Traffic Engineer) at a cost of $473,192. Staff anticipates that the increased personnel expenditures will be offset by the anticipated increase in revenue. If approved, the 4.00 Parking Meter Technicians will be added to the City's budget in a "limited" capacity. Staff estimates that as the City switches to new technology meters and multi-space pay stations the need for these positions will decrease resulting in their reduction in future fiscal years.

It should be noted that the change in operational hours for parking meters from 8:00 am – 6:00 pm to 8:00 am – 2:00 am could result in altering existing staff's work hours. This change would require negotiation through the Meet and Confer process. If the Meet and Confer process is not successful it is unclear what impacts this would have on the expansion of the program.

The following chart details the increased Non-Personnel expenditures related to the proposed modifications to the Parking Meter Program.

Expenditure	Amount
Signage, Auto-Cites, and misc. equipment	$99,820
City's share required to replace existing coin operated parking meters	$650,000
Increased cash transfer to Community Parking Districts as a result of revenue increases	$2,838,171
Total:	**$3,587,991**

Changes to Council Policy 100-18

One of the items that the City Council is being asked to consider is modifications to Council Policy 100-18. Under the current Council policy, the City's costs for administering the Community Parking Meter program are absorbed by the City with the exception of ($113,000) related to administrative services. If the proposed modifications to Council Policy 100-18 are approved, the Community Parking Districts will assume 45% of the operational costs to the program. ***If approved, this would result in a significant savings to the City's General Fund of $948,094.*** Attachment A to this report illustrates the General Fund revenue differences under the existing Council Policy and the modified one. Staff has indicated that the Community Parking Districts' support the changes to the Council Policy.

Rent/Purchase of New Parking Meters

For the Pilot area the City rented multi-space pay stations from Cale Parking Systems at a cost of $125.00 per station per month. In addition to the rental costs, there is a $40 per station per month fee for the real-time communications link. Based on the success of the pilot program, the City is currently in negotiations to purchase or lease-purchase the original 51 pilot stations and an additional 80 stations. The cost and installation of the multi-space pay stations is divided between the City and the Community Parking Districts using the 55/45% allocation method as outlined in Council Policy 100-18. ***Staff has indicated that once negotiations are complete they will be coming forward to the City Council for authorization to purchase or lease-purchase the multi-space pay stations.***

If the proposed modifications to the Parking Meter Program are approved, staff will replace the existing coin operated meters with a combination of multi-space pay stations and new technology single head meters. Currently, staff is conducting a four-month pilot project in the Uptown and Downtown Community Parking Districts to evaluate new technology single head meters. The new meters are solar-powered and have similar real-time communication capabilities as the multi-space pay stations. The decision to use either a multi-space pay station or single head meter will depend on the location. Staff has indicated that before they replace the existing meter they will ask the Community Parking Meter Districts for input.

CONCLUSION

The IBA is supportive of the proposed changes to the Parking Meter Program and is optimistic that the projected revenues will be achieved in time as the program is fully implemented. However, as discussed above, there are risk factors associated with staff's revenue assumptions. The IBA will evaluate the revenue amount included in the Fiscal Year 2010 Proposed Budget and report concerns, if any, to the City Council during budget hearings. ***Finally, the IBA recommends that if approved, the Parking Meter District Program should present bi-annual updates on the status of the program and revenue collections to a City Council Committee.***

Jeffrey Sturak
Fiscal & Policy Analyst

APPROVED: Andrea Tevlin
Independent Budget Analyst

Attachment

Current Allocation

Description	Total (Current Year and Modifications)	City of San Diego	Community Parking Districts
Parking Meter Revenue	$15,984,568	$8,791,512	$7,193,056
5% of Community Parking Enforcement Administration Services	($113,000)	$0	($113,000)
Parking Meter Administrative/Operational Expenses	($2,106,878)	($2,106,878)	$0
Net Revenue:	**$13,764,690**	**$6,684,634**	**$7,080,056**

Modified Allocation

Description	Total (Current Year and Modifications)	City of San Diego	Community Parking Districts
Parking Meter Revenue	$15,984,568	$8,791,512	$7,193,056
5% of Community Parking Enforcement Administration Services	$0	$0	$0
Parking Meter Administrative/Operational Expenses	($2,106,878)	($1,158,783)	($948,095)
Net Revenue:	**$13,877,690**	**$7,632,730**	**$6,244,961**

COMMITTEE ACTION SHEET

COUNCIL DOCKET OF _____

☐ Supplemental ☐ Adoption ☐ Consent ☐ Unanimous Consent Rules Committee Consultant Review

R -

O -

Parking Meter Utilization Plan

☒ Reviewed ☐ Initiated By LU&H On 3/11/09 Item No. 3

RECOMMENDATION TO:

Seek input from the Community Planners Committee on the recommendations contained in the Parking Meter Utilization Plan, and refer the plan to the full City Council for action.

VOTED YEA: Gloria, Lightner, Faulconer, Young

VOTED NAY:

NOT PRESENT:

CITY CLERK: Please reference the following reports on the City Council Docket:

REPORT TO THE CITY COUNCIL NO.

INDEPENDENT BUDGET ANALYST NO.

COUNCIL COMMITTEE CONSULTANT ANALYSIS NO.

OTHER:

CP & CI Department's undated report; CP & CI Department's February 17, 2009, report (Revised); Council Policy No. 100-18

COUNCIL COMMITTEE CONSULTANT 

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LU&H MAR 11 2009 #3

THE CITY OF SAN DIEGO

REPORT TO THE CITY COUNCIL

DATE ISSUED: REPORT NO:

ATTENTION: City Councilmembers

SUBJECT: Parking Meter Utilization Improvement

REFERENCE: Manager's Report No. 04-133;
Manager's Report No. 04-249;
Manager's Report No. 04-061;
Manager's Report No. 04-214

REQUESTED ACTIONS:

1. Adopt an ordinance amending sections of the Municipal Code Chapter 08, Traffic and Vehicles, to establish a target on-street utilization rate of 85 percent to optimize parking; to authorize the Mayor to set meter rates between $0.50 and $3.00 and to set hours of meter operation within the range of 8 a.m. to 2:00 a.m. Monday through Sunday to achieve the target utilization rate;
2. Adopt an ordinance amending sections of the Municipal Code Chapter 08, Traffic and Vehicles, to ensure payment compliance by users of the multi-space pay stations;
3. Adopt a resolution amending Council Policy 100-18 so that, on an annual basis, all of the costs of administering the Community Parking District (CPD) Program, including the services of a dedicated Transportation Engineer, and Meter Operations costs, shall be applied prior to the calculation and allocation of the 45 percent share of parking meter revenue to the CPD's. Further, that advisory boards to the respective CPD's, shall also be authorized to analyze meter and on-street parking utilization and make recommendations on meter locations, rates, time limits, hours of operation; and new parking technology; in addition to the activities and improvements already authorized pursuant to this Policy;
4. Adopt a resolution to recognize the Downtown Parking Management Group [DPMG] as an advisory group to Center City Development Corporation acting as the Parking Advisory Board for the Downtown Community Parking District, which shall advise City staff and make recommendations on meter locations, rates, time limits, hours of operation; new parking technology; and other activities and improvements in order to address parking-related issues pursuant to Council Policy 100-18.

STAFF RECOMMENDATION:

Approve all requested actions.

BACKGROUND:

In June 2003, the City Council was asked to consider raising parking meter rates above $1.00/hour. City Council asked the City Manager to form a Parking Task Force to make recommendations on various parking-related issues and return with those recommendations in early 2004. The recommendations were brought to the Land Use and Housing Committee which then directed the City Manager and City staff to analyze the proposals and to meet with the Parking Task Force to reach consensus on any differences. A final set of recommendations was brought forth in September 2004 in Manager's Report No. 04-214, including adopting general policy guidelines for parking management implementation, such as: on-street parking is a public resource; parking control tools should be utilized to manage and optimize parking supply and usage; and parking meter rates should vary and meters should be operated during the days and hours that require management of the supply.

The Parking Task Force also recommended the creation of a downtown working group which recommended a pilot program in a sub-area of the Downtown Community Parking District. City Council approved a Downtown Parking Pilot Program [Pilot] on November 22, 2004. The goal of the Pilot was to provide information and sample techniques that would optimize the use of on-street parking in the downtown area and that could later be applied citywide[1]. The Pilot authorized the Downtown Parking Management Group [DPMG] to work with city staff as the advisory body to test on-street parking management strategies as well as explore the use of new parking meter technology in selected parts of East Village, Marina, Cortez, and Little Italy.

Downtown Parking Pilot Program 2004

The DPMG and city staff completed a substantive review of the literature and practices of comparable cities to determine the appropriate strategies for managing the traffic and parking demand in downtown. They found that one of the most effective tools for managing on-street parking was to price parking in order to meet a target occupancy/utilization rate of 85 percent (15 percent vacancy) on each city block[2]. Studying the utilization rates, the DPMG made recommendations to city staff to adjust hourly rates and time limits to optimize available parking. In addition, the DPMG researched new parking meter technologies that could better serve motorists, enhance the streetscape and improve the city's internal administation. The result was the installation of 50 new multi-space pay stations with credit card and wireless capabilities to serve approximately 300 on-street parking spaces. The new technology coupled with the management strategies were the fundamental elements of the Pilot.

Pilot Methodology

The strategy of adjusting parking meter rates and time limits applied the familiar economic theory of supply and demand to on-street parking. Recognizing that the finite number of spaces makes parking a scare resource, the DPMG made recommendations to adjust hourly meter rates and time limits based on demand. This approach is commonly referred to as Performance – Based Pricing. For example, in highly desirable areas with convenient parking, the hourly rates were set to the current highest allowable rate ($1.25) and time limits set shorter to promote turnover and access for more motorists. In less convenient locations with less traffic, the meter rates were lowered and the time limits were extended to encourage long-term-parking motorists

[1] Manager's Report No. 04-249, November 17, 2004. Downtown Parking Pilot Program.
[2] Shoup, D. The High Cost of Free Parking. Washington, D.C.: American Planning Association, 2005

to park in these areas. Each month the DPMG analyzed meter occupancy surveys and utilization reports prepared cooperatively by CCDC and City staff. The DPMG then recommended appropriate adjustments to City staff.

All rate and time limit recommendations were made to influence parking behavior and push utilization towards the target rate of 85 percent (15 percent vacancy). The 85 percent target rate is considered the optimal point at which parking supply is maximized yet sufficient parking remains available to motorists to avoid cruising-induced traffic and to facilitate easy ingress and egress[3, 4]. Whereas the conventional approach to setting parking meter rates has been to apply a static, uniform hourly rate regardless of location or duration, the new management strategies are much more dynamic. They require critical analysis of parking occupancy/utilization data to fine-tune optimal rates yet provide the flexibility to easily respond to parking demand. In the Pilot, rates and time limits ranged from $.50 to $1.25 per hour and from one-hour to nine-hour durations.

Results of Pilot

Prior to the Pilot, the average utilization rate was approximately 18 percent (Table 1). After the Pilot, studies revealed a significant improvement in the utilization rates as well as an increase in meter revenue. By providing the flexibility to adjust time restrictions and meter rates the average utilization rate for the entire test area improved to 38 percent -- a 106 percent increase. Most notably, the Marina district's utilzation rates increased from 13 to 61 percent -- a 369 percent increase.

Varied Rates and Times: Utilization Rates — **Table 1**

	BEFORE 2005 July	AFTER 2007 December*	% Increase
Marina	13%	61%	369%
Little Italy	6%	24%	300%
Cortez	25%	67%	168%
East Village	20%	30%	50%
Total Pilot Area (Weighted Average)**	**18%**	**38%**	**106%**

* Quarter ending December 2007 (September through December)

** Weights based on number of metered spaces: Marina, 136; Little Italy, 22; Cortez, 40; and East Village 496

Source: DPMG Utilization Reports

In addition, the strategies led to an 89 percent increase in meter revenue, from $67,322 collected before the Pilot to $127,537 during the Pilot (Table 2). This is especially significant in that the meter revenue increase resulted from lowering the hourly meter rate and improving utilization. It should also be noted that the maximum hourly rate of $1.25 allowed during the pilot limited the DPMG from recommending higher rates in the most highly utilized locations, where utilization rates significantly exceeded the 85 percent target. Allowing higher hourly rates in these locations would influence some users to choose lower-priced on-street or off-street alternatives and reduce utilization to the 85 percent target rate.

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[3] Ibid.

[4] Litman, T. Parking Management Best Practices. Washington, D.C.: American Planning Association, 2006

Varied Rates and Times: Revenue			Table 2
	BEFORE	AFTER	% Increase
	2005 - 1st Qtr	2007- 1st Qtr	
Meters in Pilot Areas*	$ 67,322	$ 127,537	89%
Downtown Community Parking District (overall)	$ 986,468	$ 1,174,918	19%

*Pilot areas include Cortez, East Village, Little Italy, and Marina

Source: April 30, 2007 DPMG Report #4

New Meter Technology

The Pilot also provided an opportunity to test new meter techonology that could better serve motorists, reduce sidewalk clutter, and improve internal administration. In June 2006, the DPMG and city staff selected Cale Parking Systems to provide 50 multi-space pay stations. Each pay station serves six to eight standard parking spaces depending on its location and the length of a given city block. Upon payment, the pay station provides the customer a printed receipt to be placed on the car's front dash as proof of payment – a system referred to as "pay-and-display."

The new pay stations accept a variety of payment methods including credit cards, coins and prepaid value cards. The results suggest that the convenience of additional payment options increased motorists' payment compliance. In fact, approximately 65 percent of the revenue collected from the new pay stations came from credit card payments (Table 3). Based on community feedback and a survey conducted by the Transportation Engineering Division, public acceptance of the pay stations has been favorable.

Payment Method at Multi-space Pay Stations	Table 3
	FY2007 Actuals
Credit cards	247,431.95
Coins and/or Prepaid Cards	135,574.55
% of Credit Card Payment	65%

Source: Annual City Parking Operations Audit of FY2007

In addition, the new pay stations provide wireless/real-time communication and data access for City staff and can be controlled/configured remotely with the flexibility to adjust rates and time limits based on demand for peak seasons and special events. City staff also noted that the equipment has been reliable and the vendor has provided excellent service throughout the Pilot[5].

The multi-space pay stations augmented the utilization rates and meter revenue. City staff conducted studies in the Pilot area where the new pay stations were installed and found that East Village and parts of the Marina district had the greatest increases in utilization of 12 and 9

[5] Final Report - Downtown Multi-space Parking Pay Station Pilot Project. The Office of the City Treasurer Revenue Collections Division provided the informational report to the Downtown Parking Management Group on April 4, 2007.

percent, respectively (Table 4). Areas of Core Columbia and adjacent to Petco Park showed a decrease; however, staff reported that the studies were conducted in different months with different seasonal and special event parking demands which likely contributed to the decrease.

Multi-space Pay Stations: Utilization Rates — Table 4

	BEFORE 2006 June	AFTER 2007 January	% Change
East Village	42%	54%	12%
Marina 1	50%	51%	1%
Marina 2	72%	81%	9%
Ball Park	74%	67%	-7%
Core Columbia	80%	66%	-14%

Source: April 4, 2007 Report to DPMG from Revenue Collections Division - City Transportation Engineering Study

In general, the multi-space pay stations had a positive impact on meter revenue. The first quarter audit in 2006 (June to December) showed approximately $218,368 collected from the multi-space pay stations; an increase of 24 percent over collections in 2005 during the same months from standard single-space meters (Table 5).

Multi-space Pay Stations: Revenue — Table 5

Standard Meters 2005 - June to Dec.	New Pay Stations 2006 - June to Dec.	% Increase
$ 175,503	$ 218,368	24%

Source: April 4, 2007 Report to DPMG from Revenue Collections Division - City Parking Operations Audits

Parking Enforcement

In a final report to the DPMG, Parking Enforcement staff noted two issues that surfaced during the Pilot: the need to update the Municipal Code and enforcement efficiency. Staff recommends the Municipal Code be amended to include language that clearly defines the new parking meter technology and details the conditions of payment compliance. The amended code would reduce enforcement challenges by prohibiting motorists from purchasing a pay-and-display receipt in one area and displaying it as the receipt for parking in a different area, especially when the rates for the two areas are different[6]. Transportation Engineering and Parking Enforcement staff worked together to draft the proposed changes to Municipal Code Chapter 08, Traffic and Vehicles, to more clearly define a multi-space pay station as a city-approved parking meter and clarify the appropriate use of the pay-and-display receipt.

The second issue raised by Parking Enforcment was the additional time needed to verify the pay-and-display receipts. Parking Enforcement Officers reported that confirming a motorist's payment with the pay-and-display receipt was often more time consuming than verifying the expiration on a traditional single-space meter. They encountered difficulties when viewing receipts in the front dash of large vehicles or when receipts were improperly placed so that they

[6] Final Report - Downtown Multi-space Parking Pay Station Pilot Project. The Office of the City Treasurer Revenue Collections Division provided the informational report to the Downtown Parking Management Group on April 4, 2007.

were difficult to view from the sidewalk[7]. During the Pilot there were fewer citations related to parking meters than in previous reports. However, the reasons for this may be a combination of the difficulties experienced by the enforcement officers as well as the increased compliance by motorists who utilized the credit card option with the new pay stations.

Different enforcement methods will need to be explored as the use of multi-space meters is expanded. City staff from the Office of the City Treasurer Revenue Collections Division, responsible for all citation and meter revenue, recommends working with Parking Enforcement to develop new enforcement techniques appropriate for the new technology. For instance, the City may consider creating walking beats and/or augmenting enforcement with assistance from parking meter operations staff. Cale Parking Systems suggested the use of large-print and color-coded paper to enhance the receipt's visibility.

Pilot Highlights

The Pilot achieved its goal and demonstrated that implementing a combination of flexible management strategies and the installation of new meter technology can optimize on-street parking, as evident in the data highlights:

- 106 percent increase in the utilization rate of on-street parking spaces by adjusting rates and time restrictions alone;
- Parking meter revenue increased by 89 percent to $127,537 by adjusting rates and time restrictions alone;
- Upwards of an additional 12 percent increase in utilization rates with multi-space pay stations;
- An additional 24% increase in parking meter revenue with multi-space pay stations; and
- Improved payment convenience and compliance marked by 65% credit card payment at multi-space pay stations and a decrease in citation revenue.

Next Steps

The Parking Task Force recommendations, as tested in the Pilot, aimed to provide information and sample techniques that would optimize the use of on-street parking in the downtown area and which could later be applied citywide. The average meter utilization rate in the City is 38% and the majority of meters are set at a fixed rate of $1.25 per hour. The Pilot proved that these new strategies and technology can be used effectively to increase utilization of existing parking resources and influence parking behaviors to achieve community based parking goals and objectives. As a side benefit of improving utilization, related revenue from existing parking resources increases as well. Based on the overwhelming success of the Pilot it is proposed that these tools be made available citywide.

Recommended Actions

1. Performance-based Pricing – Staff recommends that City Council establish a target utilization rate of 85 percent and authorize the Mayor to set meter rates between $0.50 and $3.00 to achieve the target utilization rate.

[7] Ibid.

2. Extended Operating Hours – Staff recommends the City Council authorize the Mayor to set hours of meter operations within the range of 8 a.m. to 2:00 a.m. Monday through Sunday to achieve the target utilization rate.

   Extended hours of operation were not tested in the Pilot; however, preliminary analysis of the usage of on-street parking after hours indicates that there is a need for extended hours of meter operation in certain entertainment hot spots and other areas where the need to manage parking impacts extends beyond the current operating hours. Based on anticipated recommendations to extend the hours of operation for certain meters, staff also recommends that one (1) Sr. Parking Meter Technician and three (3) Parking Meter Technician positions be added to the Office of the City Treasurer Parking Meter Operations Program to facilitate maintenance/repair of meters and to provide for meter enforcement during the extended hours. To facilitate data collection, analysis, and enforcement, staff recommends testing new technologies and alternative enforcement strategies. The resulting increase in revenue will significantly exceed the cost of these additional positions.

3. Community-based Approach – Staff recommends that the Parking Advisory Boards for the respective Community Parking Districts, in collaboration with City staff, analyze utilization/occupancy data and make recommendations on adjustments to meter rates, time limits, and hours of operation, to achieve the established target rate. These changes will provide more flexibility to appropriately respond to parking demands and optimize existing on-street parking resources. In order to provide the necessary staff capability to assist with utilization data analysis and to review recommendations, staff proposes adding one (1) Transportation Engineer. This position would also serve as a resource to the Community Parking Districts and assist with implementation of appropriate activities and improvements. Existing staff in the City Planning and Community Investment Department would continue to provide contracting support to the Community Parking Districts and to the City Parking Advisory Board.

4. Council Policy 100-18 Modifications – Accommodating the proposed staffing plan, on-going costs associated with new technologies and actual costs of Parking Meter Operations, requires amending Council Policy 100-18 (Community Parking District Policy). Staff recommends eliminating the five percent (5%) allocation from the Community Parking District share of parking meter revenue for administrative services and instead subtracting all Parking Meter Operations and Community Parking District program support costs from the total parking meter revenue prior to the calculation of the 45 percent allocation to the Community Parking Districts.

FISCAL CONSIDERATIONS:

In addition to the significant non-fiscal benefits of the new strategies and technology, improving the utilization of City parking meters will also provide a considerable increase in parking meter revenue for both the General Fund and Community Parking Districts. If fully implemented, parking meter revenue will increase by nearly $8.4 million begininng in Fiscal Year 2010 (Table 6) with further increases beginning in Fiscal Years 2011 ($1,037,109) and 2012 ($128,319).

Fiscal Summary: City					Table 6
Beginning Fiscal Year	FTE	Expenditure			Revenue
		PE	NPE	Total	
2010	5	$473,192	$3,587,991	$4,061,183	$8,374,568
2011	(2)	($183,542)	$440,433	$256,892	$1,037,319
2012	(2)	($183,542)	$80,443	($103,098)	$128,319

Implementation requires additional staffing (5 FTE) consisting of one (1) Associate Engineer, one (1) limited Sr. Parking Meter Technician and three (3) limited Parking Meter Technicians to review and process rate and time limit change recommendations and to repair and enforce meters during extended operating hours. However, once the replacement of existing meters with new technology meters is completed, operations staffing can be reduced back to Fiscal Year 2009 levels by the end of Fiscal Year 2012. Accordingly, the four (4) new parking meter technician positions will be hired on a limited basis to accommodate the future-year reductions.

Additional annual expenses of $4,061,183 beginning in Fiscal Year 2010 include personnel expense (PE) of $473,192 and non-personnel expense (NPE) of $3,587,991. It is important to note that NPE amounts for Fiscal Years 2010 and 2011 include $3,703,918 and $409,050, respectively, for increases in CPD allocations resulting from increases in total parking meter revenue. It is also recommended that CPD allocation appropriations be transferred from the City Planning and Community Investment Department to the Office of the City Treasurer to better match expenditures to associated revenues, improving transparency in the budget.

The net impact to the City Budget resulting from the full implementation of these recommendations is a net increase in General Fund Revenue of more than $4.3 million annually beginning in Fiscal Year 2010 and growing to nearly $5.3 million by the end of Fiscal Year 2012.

Eliminating the five percent reimbursement to the General Fund for CPD administration services and subtracting General Fund parking meter and Community Parking District related operating costs from the total parking meter revenues prior to calculating the 45 percent CPD allocation will result in a net savings to the General Fund of $865,747[8] annually. Although CPD's will absorb 45 percent of parking meter operational expenses, the net CPD allocation will increase by nearly $2.9 million in Fiscal Year 2010 due to the increase in parking meter revenue (TABLE 7).

Fiscal Summary: Community Parking Districts Allocation	Table 7
	Increase/decrease in FY2010 allocation
Elimination of 5% CPD Administration Services	$113,000
Sharing Parking Meter Operations Expenses	($865,747)

[8] Includes FY2010 CPD share (45%) of new costs associated with recommended actions.

CPD Share of Additional Parking Meter Revenue	$3,703,918
Net Increase in CPD Allocation	**$2,951,171**

The General Fund savings will be partially offset by additional annual expenditures of $650,000 to fund the City's 55 percent share of costs to replace existing parking meters with new high-tech meters. These new meters will be solar powered, accept credit card payment, provide real-time wireless access to parking meter data, are necessary to avoid additional coin collection costs associated with the projected increases in parking meter revenue, and will allow for reductions in Parking Meter Operations staffing beginning in Fiscal Year 2011 and 2012. In fact, once all meters have credit, debit and pre-paid parking card capability, coin payment could be eliminated allowing for further cost reductions.

PREVIOUS COUNCIL and/or COMMITTEE ACTION:
In June 2003, the City Council asked the City Manager to form a Parking Task Force to make recommendations on various parking-related issues. The Parking Task Force recommended the creation of a downtown working group which carried out the Pilot. A final set of Parking Task Force recommendations were brought forth in September 2004 in Manager's Report No. 04-214. The City Council passed Resolution R-299867 (November 22, 2004), Ordinance Number O-19343 (December 7, 2004), Ordinance Number O-19493 (May 19, 2006), and Ordinance Number O-19675 (November 15, 2007) which established the Downtown Pilot Program, granted the City Manager the authority to vary the time limits and meter rates for the Pilot program within the test areas identified in the DPMG Report #1 (East Village, Marina, Cortez, and Little Italy), and set the term of the Pilot from November 22, 2004 through April 30, 2009.

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS:
City staff provided information on the proposed changes for Parking Meter Utilization Improvement to the Dowtown, Uptown, and Mid-City parking groups for the Community Parking Districts during December 2008 and January 2009. All of the groups approved the recommendations. Also, in January 2009, the Parking Advisory Board, with citywide representation from the Council Districts, the BID Council, the Community Planing Committee, and the Community Parking Districts, approved the Parking Meter Utilization Improvement changes.

The Pilot results and similar recommendations (as set forth in DPMG Report #4) were formally submitted to Mayor Jerry Sanders and Councilmember Kevin Faulconer in June of 2007 (see Attachment 2). During July 2007 the Centre City Development Corporation, acting as the Parking Advisory Board for the Downtown Community Parking District, approved the recommendations by the DPMG (see Attachment 3). In August 2007, the Mayor's Parking Advisory Board approved the recommendations.

The DPMG represents community stakeholders from the Downtown Residents Group, Cortez Residents, Gaslamp Quarter Association, Downtown San Diego Partnership, Centre City Advisory Committee, San Diego Padres, Little Italy, East Village, and the Centre City Development Corporation. The monthly meetings of the DPMG are open to the public and

attended by City staff and interested community members. During the Pilot, City staff also initiated a public outreach program to inform the public of the new approaches to on-street parking taking place in the downtown area.

KEY STAKEHOLDERS AND PROJECTED IMPACTS:

The key stakeholders are the business owners, property owners, and residents in Downtown, Mid-City, and Uptown. There are just a few meters in other areas such as Mission Bay and Logan Heights. Within Downtown, the key stakeholders for the Pilot are the Downtown Residents Group, Cortez Residents, Gaslamp Quarter Association, Downtown San Diego Partnership, Centre City Advisory Committee, San Diego Padres, Little Italy, East Village, and the Centre City Development Corporation. Other stakeholders who may be impacted by changes in staff support, and enforcement technologies and strategies, include the business owners, property owners, and residents in the other Community Parking Districts of La Jolla, Old Town, and Pacific Beach, as well as the rest of the City.

William Anderson CP&CI Department Director	Jay M. Goldstone Chief Operating Officer

Attachments:

1. Final Report - Downtown Multi-space Parking Pay Station Pilot Project; prepared by The Office of the City Treasurer Revenue Collections Division for the Downtown Parking Management Group dated April 4, 2007
2. Report #4; Prepared by the Downtown Parking Management Group and submitted to Mayor Jerry Sanders and Councilmember Kevin Faulconer on June 30, 2007
3. Downtown Community Parking District Advisory Board (Centre City Development Corporation); Approval of the Downtown Parking Management Group, Report #4 dated July 19, 2007

000021

REVISED INFORMATION

FOR TODAY'S LU&H COMMITTEE MEETING

MARCH 11, 2009 @ 2:00PM

Agenda Item # 3 – Parking Meter Utilization Improvement Report was distributed to you without the reports attachments, along with an unsigned copy of the report.

Revisions include:

Signed report

Attachment 1: Final Report-Downtown Multi-space Parking Pay Station Project

Attachment 2: Downtown Parking Management Group -Report #4

Attachment 3: Downtown Community Parking District Advisory Board

Council Policy 100-18

000023

THE CITY OF SAN DIEGO

REPORT TO THE CITY COUNCIL

DATE ISSUED: February 17, 2009 REPORT NO:

ATTENTION: City Councilmembers

SUBJECT: Parking Meter Utilization Improvement

REFERENCE: Manager's Report No. 04-133;
Manager's Report No. 04-249;
Manager's Report No. 04-061;
Manager's Report No. 04-214

REQUESTED ACTIONS:

1. Adopt an ordinance amending sections of the Municipal Code Chapter 08, Traffic and Vehicles, to establish a target on-street utilization rate of 85 percent to optimize parking; to authorize the Mayor to set meter rates between $0.50 and $3.00 and to set hours of meter operation within the range of 8 a.m. to 2:00 a.m. Monday through Sunday to achieve the target utilization rate;
2. Adopt an ordinance amending sections of the Municipal Code Chapter 08, Traffic and Vehicles, to ensure payment compliance by users of the multi-space pay stations;
3. Adopt a resolution amending Council Policy 100-18 so that, on an annual basis, all of the costs of administering the Community Parking District (CPD) Program, including the services of a dedicated Transportation Engineer, and Meter Operations costs, shall be applied prior to the calculation and allocation of the 45 percent share of parking meter revenue to the CPD's. Further, that advisory boards to the respective CPD's, shall also be authorized to analyze meter and on-street parking utilization and make recommendations on meter locations, rates, time limits, hours of operation; and new parking technology; in addition to the activities and improvements already authorized pursuant to this Policy;
4. Adopt a resolution to recognize the Downtown Parking Management Group [DPMG] as an advisory group to Center City Development Corporation acting as the Parking Advisory Board for the Downtown Community Parking District, which shall advise City staff and make recommendations on meter locations, rates, time limits, hours of operation; new parking technology; and other activities and improvements in order to address parking-related issues pursuant to Council Policy 100-18.

STAFF RECOMMENDATION:

Approve all requested actions.

BACKGROUND:

In June 2003, the City Council was asked to consider raising parking meter rates above $1.00/hour. City Council asked the City Manager to form a Parking Task Force to make recommendations on various parking-related issues and return with those recommendations in early 2004. The recommendations were brought to the Land Use and Housing Committee which then directed the City Manager and City staff to analyze the proposals and to meet with the Parking Task Force to reach consensus on any differences. A final set of recommendations was brought forth in September 2004 in Manager's Report No. 04-214, including adopting general policy guidelines for parking management implementation, such as: on-street parking is a public resource; parking control tools should be utilized to manage and optimize parking supply and usage; and parking meter rates should vary and meters should be operated during the days and hours that require management of the supply.

The Parking Task Force also recommended the creation of a downtown working group which recommended a pilot program in a sub-area of the Downtown Community Parking District. City Council approved a Downtown Parking Pilot Program [Pilot] on November 22, 2004. The goal of the Pilot was to provide information and sample techniques that would optimize the use of on-street parking in the downtown area and that could later be applied citywide[1]. The Pilot authorized the Downtown Parking Management Group [DPMG] to work with city staff as the advisory body to test on-street parking management strategies as well as explore the use of new parking meter technology in selected parts of East Village, Marina, Cortez, and Little Italy.

Downtown Parking Pilot Program 2004

The DPMG and city staff completed a substantive review of the literature and practices of comparable cities to determine the appropriate strategies for managing the traffic and parking demand in downtown. They found that one of the most effective tools for managing on-street parking was to price parking in order to meet a target occupancy/utilization rate of 85 percent (15 percent vacancy) on each city block[2]. Studying the utilization rates, the DPMG made recommendations to city staff to adjust hourly rates and time limits to optimize available parking. In addition, the DPMG researched new parking meter technologies that could better serve motorists, enhance the streetscape and improve the city's internal administation. The result was the installation of 50 new multi-space pay stations with credit card and wireless capabilities to serve approximately 300 on-street parking spaces. The new technology coupled with the management strategies were the fundamental elements of the Pilot.

Pilot Methodology

The strategy of adjusting parking meter rates and time limits applied the familiar economic theory of supply and demand to on-street parking. Recognizing that the finite number of spaces makes parking a scare resource, the DPMG made recommendations to adjust hourly meter rates and time limits based on demand. This approach is commonly referred to as Performance – Based Pricing. For example, in highly desirable areas with convenient parking, the hourly rates were set to the current highest allowable rate ($1.25) and time limits set shorter to promote turnover and access for more motorists. In less convenient locations with less traffic, the meter rates were lowered and the time limits were extended to encourage long-term-parking motorists

[1] Manager's Report No. 04-249, November 17, 2004. Downtown Parking Pilot Program.
[2] Shoup, D. The High Cost of Free Parking. Washington, D.C.: American Planning Association, 2005

to park in these areas. Each month the DPMG analyzed meter occupancy surveys and utilization reports prepared cooperatively by CCDC and City staff. The DPMG then recommended appropriate adjustments to City staff.

All rate and time limit recommendations were made to influence parking behavior and push utilization towards the target rate of 85 percent (15 percent vacancy). The 85 percent target rate is considered the optimal point at which parking supply is maximized yet sufficient parking remains available to motorists to avoid cruising-induced traffic and to facilitate easy ingress and egress[3, 4]. Whereas the conventional approach to setting parking meter rates has been to apply a static, uniform hourly rate regardless of location or duration, the new management strategies are much more dynamic. They require critical analysis of parking occupancy/utilization data to fine-tune optimal rates yet provide the flexibility to easily respond to parking demand. In the Pilot, rates and time limits ranged from $.50 to $1.25 per hour and from one-hour to nine-hour durations.

Results of Pilot

Prior to the Pilot, the average utilization rate was approximately 18 percent (Table 1). After the Pilot, studies revealed a significant improvement in the utilization rates as well as an increase in meter revenue. By providing the flexibility to adjust time restrictions and meter rates the average utilization rate for the entire test area improved to 38 percent -- a 106 percent increase. Most notably, the Marina district's utilzation rates increased from 13 to 61 percent -- a 369 percent increase.

Varied Rates and Times: Utilization Rates — **Table 1**

	BEFORE	AFTER	% Increase
	2005 July	2007 December*	
Marina	13%	61%	369%
Little Italy	6%	24%	300%
Cortez	25%	67%	168%
East Village	20%	30%	50%
Total Pilot Area (Weighted Average)**	**18%**	**38%**	**106%**

* Quarter ending December 2007 (September through December)

** Weights based on number of metered spaces: Marina, 136; Little Italy, 22; Cortez, 40; and East Village 496

Source: DPMG Utilization Reports

In addition, the strategies led to an 89 percent increase in meter revenue, from $67,322 collected before the Pilot to $127,537 during the Pilot (Table 2). This is especially significant in that the meter revenue increase resulted from lowering the hourly meter rate and improving utilization. It should also be noted that the maximum hourly rate of $1.25 allowed during the pilot limited the DPMG from recommending higher rates in the most highly utilized locations, where utilization rates significantly exceeded the 85 percent target. Allowing higher hourly rates in these locations would influence some users to choose lower-priced on-street or off-street alternatives and reduce utilization to the 85 percent target rate.

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[3] Ibid.

[4] Litman, T. Parking Management Best Practices. Washington, D.C.: American Planning Association, 2006

Varied Rates and Times: Revenue			Table 2
	BEFORE 2005 - 1st Qtr	AFTER 2007- 1st Qtr	% Increase
Meters in Pilot Areas*	$ 67,322	$ 127,537	89%
Downtown Community Parking District (overall)	$ 986,468	$ 1,174,918	19%

*Pilot areas include Cortez, East Village, Little Italy, and Marina

Source: April 30, 2007 DPMG Report #4

New Meter Technology

The Pilot also provided an opportunity to test new meter techonology that could better serve motorists, reduce sidewalk clutter, and improve internal administration. In June 2006, the DPMG and city staff selected Cale Parking Systems to provide 50 multi-space pay stations. Each pay station serves six to eight standard parking spaces depending on its location and the length of a given city block. Upon payment, the pay station provides the customer a printed receipt to be placed on the car's front dash as proof of payment – a system referred to as "pay-and-display."

The new pay stations accept a variety of payment methods including credit cards, coins and prepaid value cards. The results suggest that the convenience of additional payment options increased motorists' payment compliance. In fact, approximately 65 percent of the revenue collected from the new pay stations came from credit card payments (Table 3). Based on community feedback and a survey conducted by the Transportation Engineering Division, public acceptance of the pay stations has been favorable.

Payment Method at Multi-space Pay Stations	Table 3
	FY2007 Actuals
Credit cards	247,431.95
Coins and/or Prepaid Cards	135,574.55
% of Credit Card Payment	65%

Source: Annual City Parking Operations Audit of FY2007

In addition, the new pay stations provide wireless/real-time communication and data access for City staff and can be controlled/configured remotely with the flexibility to adjust rates and time limits based on demand for peak seasons and special events. City staff also noted that the equipment has been reliable and the vendor has provided excellent service throughout the Pilot[5].

The multi-space pay stations augmented the utilization rates and meter revenue. City staff conducted studies in the Pilot area where the new pay stations were installed and found that East Village and parts of the Marina district had the greatest increases in utilization of 12 and 9

[5] Final Report - Downtown Multi-space Parking Pay Station Pilot Project. The Office of the City Treasurer Revenue Collections Division provided the informational report to the Downtown Parking Management Group on April 4, 2007.

percent, respectively (Table 4). Areas of Core Columbia and adjacent to Petco Park showed a decrease; however, staff reported that the studies were conducted in different months with different seasonal and special event parking demands which likely contributed to the decrease.

Multi-space Pay Stations: Utilization Rates — Table 4

	BEFORE 2006 June	AFTER 2007 January	% Change
East Village	42%	54%	12%
Marina 1	50%	51%	1%
Marina 2	72%	81%	9%
Ball Park	74%	67%	-7%
Core Columbia	80%	66%	-14%

Source: April 4, 2007 Report to DPMG from Revenue Collections Division - City Transportation Engineering Study

In general, the multi-space pay stations had a positive impact on meter revenue. The first quarter audit in 2006 (June to December) showed approximately $218,368 collected from the multi-space pay stations; an increase of 24 percent over collections in 2005 during the same months from standard single-space meters (Table 5).

Multi-space Pay Stations: Revenue — Table 5

Standard Meters 2005 - June to Dec.	New Pay Stations 2006 - June to Dec.	% Increase
$ 175,503	$ 218,368	24%

Source: April 4, 2007 Report to DPMG from Revenue Collections Division - City Parking Operations Audits

Parking Enforcement

In a final report to the DPMG, Parking Enforcement staff noted two issues that surfaced during the Pilot: the need to update the Municipal Code and enforcement efficiency. Staff recommends the Municipal Code be amended to include language that clearly defines the new parking meter technology and details the conditions of payment compliance. The amended code would reduce enforcement challenges by prohibiting motorists from purchasing a pay-and-display receipt in one area and displaying it as the receipt for parking in a different area, especially when the rates for the two areas are different[6]. Transportation Engineering and Parking Enforcement staff worked together to draft the proposed changes to Municipal Code Chapter 08, Traffic and Vehicles, to more clearly define a multi-space pay station as a city-approved parking meter and clarify the appropriate use of the pay-and-display receipt.

The second issue raised by Parking Enforcement was the additional time needed to verify the pay-and-display receipts. Parking Enforcement Officers reported that confirming a motorist's payment with the pay-and-display receipt was often more time consuming than verifying the expiration on a traditional single-space meter. They encountered difficulties when viewing receipts in the front dash of large vehicles or when receipts were improperly placed so that they

[6] Final Report - Downtown Multi-space Parking Pay Station Pilot Project. The Office of the City Treasurer Revenue Collections Division provided the informational report to the Downtown Parking Management Group on April 4, 2007.

were difficult to view from the sidewalk[7]. During the Pilot there were fewer citations related to parking meters than in previous reports. However, the reasons for this may be a combination of the difficulties experienced by the enforcement officers as well as the increased compliance by motorists who utilized the credit card option with the new pay stations.

Different enforcement methods will need to be explored as the use of multi-space meters is expanded. City staff from the Office of the City Treasurer Revenue Collections Division, responsible for all citation and meter revenue, recommends working with Parking Enforcement to develop new enforcement techniques appropriate for the new technology. For instance, the City may consider creating walking beats and/or augmenting enforcement with assistance from parking meter operations staff. Cale Parking Systems suggested the use of large-print and color-coded paper to enhance the receipt's visibility.

Pilot Highlights

The Pilot achieved its goal and demonstrated that implementing a combination of flexible management strategies and the installation of new meter technology can optimize on-street parking, as evident in the data highlights:

- 106 percent increase in the utilization rate of on-street parking spaces by adjusting rates and time restrictions alone;
- Parking meter revenue increased by 89 percent to $127,537 by adjusting rates and time restrictions alone;
- Upwards of an additional 12 percent increase in utilization rates with multi-space pay stations;
- An additional 24% increase in parking meter revenue with multi-space pay stations; and
- Improved payment convenience and compliance marked by 65% credit card payment at multi-space pay stations and a decrease in citation revenue.

Next Steps

The Parking Task Force recommendations, as tested in the Pilot, aimed to provide information and sample techniques that would optimize the use of on-street parking in the downtown area and which could later be applied citywide. The average meter utilization rate in the City is 38% and the majority of meters are set at a fixed rate of $1.25 per hour. The Pilot proved that these new strategies and technology can be used effectively to increase utilization of existing parking resources and influence parking behaviors to achieve community based parking goals and objectives. As a side benefit of improving utilization, related revenue from existing parking resources increases as well. Based on the overwhelming success of the Pilot it is proposed that these tools be made available citywide.

Recommended Actions

1. Performance-based Pricing – Staff recommends that City Council establish a target utilization rate of 85 percent and authorize the Mayor to set meter rates between $0.50 and $3.00 to achieve the target utilization rate.

[7] Ibid.

2. Extended Operating Hours – Staff recommends the City Council authorize the Mayor to set hours of meter operations within the range of 8 a.m. to 2:00 a.m. Monday through Sunday to achieve the target utilization rate.

   Extended hours of operation were not tested in the Pilot; however, preliminary analysis of the usage of on-street parking after hours indicates that there is a need for extended hours of meter operation in certain entertainment hot spots and other areas where the need to manage parking impacts extends beyond the current operating hours. Based on anticipated recommendations to extend the hours of operation for certain meters, staff also recommends that one (1) Sr. Parking Meter Technician and three (3) Parking Meter Technician positions be added to the Office of the City Treasurer Parking Meter Operations Program to facilitate maintenance/repair of meters and to provide for meter enforcement during the extended hours. To facilitate data collection, analysis, and enforcement, staff recommends testing new technologies and alternative enforcement strategies. The resulting increase in revenue will significantly exceed the cost of these additional positions.

3. Community-based Approach – Staff recommends that the Parking Advisory Boards for the respective Community Parking Districts, in collaboration with City staff, analyze utilization/occupancy data and make recommendations on adjustments to meter rates, time limits, and hours of operation, to achieve the established target rate. These changes will provide more flexibility to appropriately respond to parking demands and optimize existing on-street parking resources. In order to provide the necessary staff capability to assist with utilization data analysis and to review recommendations, staff proposes adding one (1) Transportation Engineer. This position would also serve as a resource to the Community Parking Districts and assist with implementation of appropriate activities and improvements. Existing staff in the City Planning and Community Investment Department would continue to provide contracting support to the Community Parking Districts and to the City Parking Advisory Board.

4. Council Policy 100-18 Modifications – Accommodating the proposed staffing plan, on-going costs associated with new technologies and actual costs of Parking Meter Operations, requires amending Council Policy 100-18 (Community Parking District Policy). Staff recommends eliminating the five percent (5%) allocation from the Community Parking District share of parking meter revenue for administrative services and instead subtracting all Parking Meter Operations and Community Parking District program support costs from the total parking meter revenue prior to the calculation of the 45 percent allocation to the Community Parking Districts.

FISCAL CONSIDERATIONS:

In addition to the significant non-fiscal benefits of the new strategies and technology, improving the utilization of City parking meters will also provide a considerable increase in parking meter revenue for both the General Fund and Community Parking Districts. If fully implemented, parking meter revenue will increase by nearly $8.4 million begininng in Fiscal Year 2010 (Table 6) with further increases beginning in Fiscal Years 2011 ($1,037,109) and 2012 ($128,319).

Fiscal Summary: City					Table 6
Beginning Fiscal Year	FTE	Expenditure			Revenue
		PE	NPE and Cash Transfers	Total	
2010	5	$473,192	3,587,991	$4,061,183	$8,374,568
2011	(2)	($183,542)	$440,433	$256,891	$1,037,319
2012	(2)	($183,542)	$80,443	($103,099)	$128,319

Implementation requires additional staffing (5 FTE) consisting of one (1) Associate Engineer, one (1) limited Sr. Parking Meter Technician and three (3) limited Parking Meter Technicians to review and process rate and time limit change recommendations and to repair and enforce meters during extended operating hours. However, once the replacement of existing meters with new technology meters is completed, operations staffing can be reduced back to Fiscal Year 2009 levels by the end of Fiscal Year 2012. Accordingly, the four (4) new parking meter technician positions will be hired on a limited basis to accommodate the future-year reductions.

Additional annual expenditures of $4,061,183 beginning in Fiscal Year 2010 include new personnel expense (PE) of $473,192 and non-personnel expense (NPE) and cash transfers totaling $4,061,183. It is important to note that NPE and cash transfers for Fiscal Years 2010 and 2011 include $3,703,918 and $409,050, respectively, for increases in cash transfers for CPD allocations resulting from increases in total parking meter revenue. It is also recommended that the appropriated cash transfers for CPD allocations be transferred from the City Planning and Community Investment Department to the Office of the City Treasurer to better match expenditures to associated revenues, improving transparency in the budget.

The net impact to the City Budget resulting from the full implementation of these recommendations is a net increase in General Fund Revenue of more than $4.3 million annually beginning in Fiscal Year 2010 and growing to nearly $5.3 million by the end of Fiscal Year 2012.

Eliminating the five percent reimbursement to the General Fund for CPD administration services and subtracting General Fund parking meter and Community Parking District related operating costs from the total parking meter revenues prior to calculating the 45 percent CPD allocation will result in a net savings to the General Fund of $865,747[8] annually. Although CPD's will absorb 45 percent of parking meter operational expenses, the net CPD allocation will increase by nearly $2.9 million in Fiscal Year 2010 due to the increase in parking meter revenue (TABLE 7).

[8] Includes FY2010 CPD share (45%) of new costs associated with recommended actions.

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Net Increase in CPD Allocation	**$2,951,171**

The General Fund savings will be partially offset by additional annual expenditures of $650,000 to fund the City's 55 percent share of costs to replace existing parking meters with new high-tech meters. These new meters will be solar powered, accept credit card payment, provide real-time wireless access to parking meter data, are necessary to avoid additional coin collection costs associated with the projected increases in parking meter revenue, and will allow for reductions in Parking Meter Operations staffing beginning in Fiscal Year 2011 and 2012. In fact, once all meters have credit, debit and pre-paid parking card capability, coin payment could be eliminated allowing for further cost reductions.

PREVIOUS COUNCIL and/or COMMITTEE ACTION:
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The Pilot results and similar recommendations (as set forth in DPMG Report #4) were formally submitted to Mayor Jerry Sanders and Councilmember Kevin Faulconer in June of 2007 (see

Attachment 2). During July 2007 the Centre City Development Corporation, acting as the Parking Advisory Board for the Downtown Community Parking District, approved the recommendations by the DPMG (see Attachment 3). In August 2007, the Mayor's Parking Advisory Board approved the recommendations.

The DPMG represents community stakeholders from the Downtown Residents Group, Cortez Residents, Gaslamp Quarter Association, Downtown San Diego Partnership, Centre City Advisory Committee, San Diego Padres, Little Italy, East Village, and the Centre City Development Corporation. The monthly meetings of the DPMG are open to the public and attended by City staff and interested community members. During the Pilot, City staff also initiated a public outreach program to inform the public of the new approaches to on-street parking taking place in the downtown area.

KEY STAKEHOLDERS AND PROJECTED IMPACTS:

The key stakeholders are the business owners, property owners, and residents in Downtown, Mid-City, and Uptown. There are just a few meters in other areas such as Mission Bay and Logan Heights. Within Downtown, the key stakeholders for the Pilot are the Downtown Residents Group, Cortez Residents, Gaslamp Quarter Association, Downtown San Diego Partnership, Centre City Advisory Committee, San Diego Padres, Little Italy, East Village, and the Centre City Development Corporation. Other stakeholders who may be impacted by changes in staff support, and enforcement technologies and strategies, include the business owners, property owners, and residents in the other Community Parking Districts of La Jolla, Old Town, and Pacific Beach, as well as the rest of the City.

William Anderson
CP&CI Department Director

Jay M. Goldstone
Chief Operating Officer

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Report to City Council – Attachment 1

Date: February 17, 2009
Subject: Parking Meter Utilization Improvement

Final Report - Downtown Multi-space Parking Pay Station Pilot Project; prepared by The Office of the City Treasurer Revenue Collections Division for the Downtown Parking Management Group dated April 4, 2007

000035

THE CITY OF SAN DIEGO

Report to the Downtown Parking Management Group

DATE ISSUED: April 4, 2007

ATTENTION: Downtown Parking Management Group
Agenda of April 5, 2007

SUBJECT: Final Report - Downtown Multi-space Parking Pay Station Pilot Project

SUMMARY
THIS IS AN INFORMATIONAL ITEM ONLY. NO ACTION IS REQUIRED ON THE PART OF THE COMMITTEE.

BACKGROUND

A nine-month pilot project was undertaken by the City and Downtown Community Parking District to evaluate multi-space parking meter technology in a production environment and determine its suitability for broader use within the City. This technology has the potential to increase occupancy and turnover of parking spaces, provide more complete and timely information and statistics, increase parking meter revenue, and provide greater flexibility and control of parking meter rates. The technology also provides a broader range of payment options including credit cards and one of many important components necessary to maximize overall parking utilization.

Through a competitive procurement process, Cale was selected as the multi-space parking meter vendor for this pilot project. The City has the option to extend the Cale contract to purchase additional multi-space parking meters for up to four (4) years following the pilot project period.

Before implementation, City staff and key stakeholders identified and selected various criteria to evaluate the success or failure of this pilot project (Attachment 1). Baseline data for existing parking meters at these locations was compiled in preparation for later comparison with data gathered during the pilot project period.

On June 5, 2006, 50 Cale Multi-space Pay Stations were put into service at various Downtown locations within the predetermined pilot project area. The Cale pay stations replaced 309 POM single-head parking meters previously installed at these locations. This milestone marked the completion of the implementation phase of the project and beginning of the evaluation phase.

All multi-space pay stations were installed in a *Pay & Display* mode. In this configuration, customers are provided a printed receipt that must then be displayed on the dash of their car showing proof of payment of the posted parking rate.

During the evaluation phase, interim reports detailing the progress of the project were issued by City staff to the DPMG as follows:

Report Date	Report Period	Date Submitted to DPMG
10/4/2006	06/05/2006-09/05/2006	10/04/2006
01/31/2007	06/05/2006-01/05/2007	02/01/2007

DISCUSSION

The purpose of this final report is to summarize data and provide recommendations related to lessons learned during the Multi-space Parking Pay Station Pilot Project.

COST

Installation, maintenance and collection costs for the new technology were tracked and compared with costs for conventional single-head meters.

Service	Cost per Metered Space[1] ($)		
	Single Head	Multi-space	Difference
New meter/pay station	$487	$1,260	$773
Installation	$257	$28	-$229
New meter/pay station with installation	$744	$1,288	$544
Removal	$213	$8	-$205
Monthly cost of meter maintenance	$5	$15[2]	$10

ENFORCEMENT

Injury reports, citation issuance and revenue, and enforcement officer time during the pilot project evaluation phase were tracked and compared to prior single head parking meter related data.

Injury reports

No significant injuries were recorded during the project evaluation phase. One minor injury report was filed for a strained calf resulting from jumping up to see a receipt in a taller vehicle. Parking Enforcement Officers (PEOs) also commented that reading pay station receipts on taller vehicle dashes could cause some neck strain.

[1] Using the pilot project ratio of 6.20 metered parking spaces per multi-space pay station.
[2] Increase in monthly maintenance costs is attributed to higher costs of supplies, materials and labor costs associated with two hour response time. Supplies and materials comprise 75.8% ($70.55) of the costs; labor accounts for 24.2% ($22.52).

Parking Citations

There was a significant decline in the number of parking citations issued for parking meter related violations in blocks where multi-space pay stations were installed.

Parking Citations	Single Head 6/5/05 – 1/5/06	Multi-space 6/5/06 – 1/5/07	Difference (%)
Number issued	2,984	2,325	-22.1 %
Revenue generated to date[3]	$97,206	$62,802	-35.4 %

Although the data compiled neither supports nor negates the theory, it is possible that the reduction in parking citation issuance results from an increase in compliance. It is reasonable to assume that, without the option to pay by credit card, some customers with limited coins available to "feed" the meter may risk a citation rather than taking the time to obtain sufficient change. With the option to pay by credit card, the same customers may use their credit card and pay the full amount necessary rather than risking a citation. In addition, customers paying by credit card are more likely to pay for the maximum time allowed in case of any unexpected occurrence which could delay the return to their vehicle.

Time per block to enforce

The reduction in parking citation issuance may also be attributable to the additional time and effort necessary to enforce in a *Pay & Display* environment.

Enforcement	Single Head	Multi-space
Estimated PEO time to enforce one block face	30 second	15-20 minutes

Due to the low number of multi-space pay stations compared to single head meters located in the Downtown area, Parking Enforcement staff did not make widespread changes to their existing enforcement tactics. While doing so may be beneficial in a primarily multi-space *Pay & Display* environment, it is likely that additional enforcement staff and resources will be required to maintain optimum enforcement levels in *Pay & Display* configured zones.

It is clear that more enforcement staff time and resources are required to enforce meter related violations in a *Pay & Display* environment. In single head metered zones, officers remain in their vehicle generally shielded from public contacts. In *Pay & Display* zones, officers must leave their vehicle to walk each block face making them more available to public contacts which can frequently take them away from their enforcement related duties.

[3] When comparing revenues from year-to-year it is expected that revenues generated from last year's citations will be greater than corresponding periods in the current year. Maximum revenue collection rates are not experienced until 18-24 months after the citation is issued.

Parking Enforcement staff surveyed several cities that currently use Cale multi-space *Pay & Display* pay stations (Attachment 2). Many of the surveyed cities reported that they experienced similar enforcement issues:

- Incorrectly displaying receipts (upside down, overturned)
- Difficulty viewing receipts on oversized vehicles
- Purchasing a second receipt for additional time immediately after purchasing initial time

Enforcement officers in most of these cities currently walk or bicycle when enforcing multi-space *Pay & Display* beats. During the evaluation phase, City staff used prior single head meter enforcement methods which did not include dedicated walking or bicycle beats to enforce in the pilot project area.

Other enforcement issues

After consultation with the City Attorney's staff, staff discontinued using San Diego Municipal Code (SDMC) Section 86.14, Expired Meter, to cite vehicles parked in *Pay & Display* zones without a receipt displayed. It was determined that a driver is not in violation of this section, in its current form, when the receipt is not properly displayed. However, vehicles are subsequently being cited for violation of SDMC Section 86.09(e), Violation of Signs, as a result of the driver's failure to obey the "Display" requirement of the *Pay & Display* zone signage.

The following additional project related issues contributed to the increased time and effort necessary to enforce in the pilot project area:

- Using pay station receipts in single head metered locations
- Using pay station receipts purchased at one rate in block faces with a different rate

However, these issues result primarily from inconsistencies between the new technology and the current municipal code. City staff has identified ten (10) sections in the Municipal Code for review and is currently drafting changes to those sections to resolve these issues.

OPERATIONS

Data on collection time, equipment reliability, parking meter revenue, parking space usage and turnover, and parking supply was compiled for the multi-space pay stations and compared to similar data from single head parking meters.

Parking meter revenue and equipment reliability

The multi-space pay stations proved more reliable, required fewer collection resources, and produced more revenue than single head meters at the same locations.

Parking Meter/Pay Station	Single Head 6/23/05 – 12/23/05[4]	Multi-space 6/23/06 – 12/23/06[4]	Difference (%)
Collection time per meter	15.5 hours/wk (1 min./meter)	4.2 hours/wk (10 min./meter)	-72.9%
Parking meter malfunctions	147	141	-4.1%
Parking meter revenue	$175,503	$218,368	24.4%

City staff maintained a two (2) hour response time on all multi-space pay station repairs to minimize downtime and its negative impacts. The collection time reported for multi-space pay stations includes the use of two-person teams required for safe collection of multi-space pay station coin vaults. Single-person collection teams are used single head meter collections. During the project five (5) underutilized pay stations were relocated within the pilot project area.

Programming and Reporting Capabilities

Multi-space parking pay stations can be monitored, programmed, and controlled remotely by a central computer. Varying parking rates and time limits and other parking restrictions such as special event parking prohibitions can be changed from the central computer eliminating the need to individually program meters on-site and allowing staff to monitor and control services from a remote location.

Multi-space parking pay stations also accept payment by credit card which encourages the use of public parking on street segments with longer time limits where a large amount of coins would be needed. In addition, pay stations are capable of imposing different parking rates and time limits during different hours or days of the week providing greater flexibility in implementing parking regulations. This feature is currently being employed in the Core Columbia and Marina neighborhoods of the Pilot Area, where parking rates and time limits on Saturdays are different from those on weekdays.

The multi-space parking pay stations store each transaction executed allowing the central computer to create reports and graphical statistics showing revenue, maintenance activities, and alarms. The stored information can be exported in various formats for presentation or subsequent processing. It may also be possible to extract parking occupancy and duration information for street segments making this data available to planners and engineers when evaluating parking related changes and improvements. The pay stations also report malfunctions

[4] The period was selected to align multi-space periods with prior year single head meter audits ensuring an accurate comparison of multi-space and single head meter data.

directly on the machine display as well as by transmitting alert/alarm messages to the central computer and maintenance staff ensuring quick repair and minimal downtime.

Parking Occupancy, Duration and Turnover

Initial and final studies were conducted before and after the installation of the multi-space parking pay stations. Summaries of the 'before' and 'after' studies are shown in Attachments 3 and 4. The studies were conducted individually for each block, where multi-space parking pay stations were installed. Depending on where they fall, the individual blocks are grouped under each neighborhood in the Downtown Pilot Area. Attachments 3 and 4 show the parking occupancy, duration and turnover for each individual block. Overall, the results reveal that the average occupancy for each neighborhood, except the Ball Park and Core Columbia, has increased after installation of the multi-space parking pay stations as shown in Attachment 5.

Attachment 6 shows the average occupancies for each neighborhood before and after the installation of the multi-space parking pay stations. Certain East Village blocks (highlighted in Attachment 6) had a remarkable increase in occupancy. However, the increase in these blocks can be attributed to the removal of paid parking in these blocks during the pilot and the implementation of a 4-hour time limit. Since the increase in occupancy at these locations is attributed to factors other than the installation of multi-space parking pay stations, their occupancy values were not considered in determining average occupancies for those particular neighborhoods.

Other locations in Ball Park, Marina 1, and Core Columbia experienced a substantial decrease in parking occupancy. This is attributable to the fact that there were no time limits or parking meters prior to the installation of the multi-space parking pay stations at these locations (highlighted in Attachment 6). Installing parking meters and implementing a parking time limit at these locations could explain the large decrease in occupancy. Similarly, since the decrease of occupancy at these locations is attributed to factors other than the installation of multi-space parking pay stations, their occupancy values were not considered in determining average occupancies for those particular neighborhoods.

Despite adjusting for other factors potentially affecting occupancy levels, Ball Park and Core Columbia still experienced a decrease in average occupancy while other neighborhoods saw an increase. This may be attributed to seasonal variations, which typically affect parking patterns. The multi-space parking pay station pilot period did not cover an entire year. This precluded conducting studies during the same time of the year before and after installation of the multi-space machines. The initial study was conducted in June during warmer temperature and an on-going baseball season, as well as other summer events at the Convention Center and the surrounding area which is visited by tourists during this time of the year. The final study was conducted in January, which likely resulted in seasonal variations in the parking occupancy results.

Parking Supply

A study was conducted to determine the impact on the parking supply resulting from removing parking space markings (parking T's) adjacent to the new technology multi-space parking pay stations. City parking spaces are generally installed with a length of 22-24 feet at single head parking meter locations in order to accommodate most passenger vehicles. Operationally, delineated parking spaces are not required in *Pay & Display* multi-space pay station zones.

The study found that all, but three block faces, had parking T's in place adjacent to the new technology parking pay stations. A field evaluation was conducted on these three block faces and summarized below are the locations and the number of parking spaces with and without parking T's:

Location	Spaces without Parking T's	Spaces with Parking T's
'J' Street (10th Avenue – 11th Avenue) North Side	6	5
2nd Avenue (Island Avenue – 'J' Street) West Side	6	5
'F' Street (Park Boulevard – 13th Street) North Side	7	6

Based on the evaluation of these three blocks, the removal of parking T's would result in an increase in parking supply of approximately 19%. Implementing the *Pay & Display* pay stations on a large scale without delineated spaces or Parking "T"s will result in a significant increase in parking spaces. In addition, marked parking T's require frequent maintenance and their absence may reduce the associated maintenance burden the City currently bears.

However, the fact that removing parking "T"s will eliminate the City's ability to impound vehicles for parking too close and prohibiting other vehicles from exiting a parking space should also be considered. State law requires a vehicle to be parked illegally, in this case across a stall marking, to remove it for blocking another vehicle.

Sidewalk Access and Aesthetics

A single multi-space pay station replaces an average of just over six single head parking meters. This removes obstacles and greatly reduces sidewalk clutter facilitating pedestrian access and movement and improving the overall look of the street. It also provides for opportunities to place landscaping and other street furniture by freeing up space on the sidewalk.

PUBLIC ACCEPTANCE

With the assistance of key stakeholders like the DPMG and CCDC, information was collected to evaluate overall public acceptance of the new technology. The information such as the number of meter service requests and complaints, number of citation appeals, and anecdotal information from businesses and users of downtown parking was compared. In addition, a customer survey was developed to gain public and customer input.

Customer Survey

Customer surveys were developed in two different formats to target specific types of customers (Attachment 7 and 8). One format to survey users of the technology and a second intended to gather input from other stakeholders including downtown residents, businesses, and downtown parking users. Surveys collected user/stakeholder opinions on the convenience, ease of use, advantages, disadvantages, and aesthetics of the new parking pay stations. Users were surveyed on-site at various locations throughout the pilot project area in January 2007. The stakeholder survey was posted on the CCDC website and invitations to participate in the survey were sent via email to identified stakeholders.

Survey Question	Percentage of Positive Responses	
	User	Stakeholder (online)
Prefer New to Old?	79%	50%
Signage Adequate?	80%	--
Signage Clear and Understandable?	92%	--
Easy to Locate Pay Stations?	89%	--
Reasonable Distance?	87%	--
Easy to Use?	82%	--
Credit Card Option Beneficial?	85%	83%
Improved Overall Look of Street?	70%	69%
Conveniently Located?	--	64%
Noticed Any Problems? (No)	--	64%
Benefited from Installation	--	36%
No. of Respondents	61	36

A complete summary of the survey responses and comments is attached (Attachment 9, 10, and 11). While the user survey responses were more positive than the stakeholder survey responses, the responses from both groups were overwhelmingly favorable. In addition, respondents provided a variety of comments. The most common survey comments received are summarized below:

- Instructions should offer Spanish as an option
- Looks better than single head meters
- Credit card option convenient if you don't have change
- Needs to be implemented citywide
- Doesn't refund your pre-paid debit card for unused amount
- New meters should take dollar bills
- Proximity of pay station is key
- Inconvenient to walk back to car to post ticket
- Need better and more signs pointing to location of meter
- Can be misleading and confusing; people think they can park for free

- Difficult to use
- Hourly rate is too high
- Credit card feature did not work

Number of Complaints and Number of Positive Comments

To date, just two (2) complaints and one (1) contact which included both positive and negative comments have been received specific to the new multi-space pay stations. The following comments pertaining to the new technology were communicated:

- Lack of available parking for residents because of high occupancy levels (*700 block of Kettner Blvd)*
- New meters do not refund unused time on pre-paid parking meter cards
- Multi-space meters are an aesthetic improvement and presumably a cost effective option
- Pay station would not accept coins

Parking Enforcement staff reported receiving the following comments from citizens regarding the multi-space pay stations:

- Cannot locate where to pay
- Signs are inadequate or not visible
- When single-head meter not seen, assume parking is free
- Pay station does not give the maximum time allowed when using a credit card (Maintenance issue)
- New technology is confusing, especially for foreign visitors and tourists
- Pay stations do not always accept all methods of payment (Maintenance issue)

Requests for Appeal

Thirty-four appeal requests for citations associated with multi-space pay stations have been received to date.

Parking Citation Appeals	No. Requested	No. Upheld	No. Dismissed
Appeals	34	31	3
Administrative Hearings	9	2	3
Court Hearings	0	0	0

The 0.03 % rate of dismissal for the multi-space pay station related citations is significantly lower than the 1.9% average parking citation dismissal rate calculated for all citations issued during Fiscal Year 2006.

OTHER ISSUES

Other key issues impacting or resulting from this project which have been identified and either resolved or remain outstanding include the following:

Americans with Disabilities Act (ADA) Compliance

After the implementation of the project, it was determined that the Cale multi-space pay stations were not compliance with City, State, and or Federal ADA requirements. Cale agreed to lower the meters 1.5 inches at their expense to resolve the problem. In addition, agreement was reached on the appropriate ADA standard to be used for any subsequent installation of the multi-space technology. Cale and City staff completed the work on October 1, 2006, and the issue is resolved.

Credit Card Reconciliation

Initially, there was difficulty reconciling credit card deposits to multi-space pay station source transactions. Cale worked diligently with staff to resolve the issue. City staff also conferred with staff from the City of Portland, Oregon who currently have 200 Cale meters installed. Portland was not experiencing the same reconciliation problems. However, they were using real-time authorization for their credit card transactions. In January, Cale reconfigured the pay stations for real-time credit card authorization. There are still occasional discrepancies. However, these minor discrepancies are not material and Cale continues to work diligently to satisfy our needs in this area.

Pay & Display vs. *Pay by Space*

Although the Downtown Community Parking District has made a commitment to the *Pay & Display* model, this configuration does require greater enforcement resources than the alternative *Pay by Space* model. In addition, the *Pay & Display* model precludes the use of some new enforcement and customer service related technologies that may become available in the near future. As such, the option for *Pay by Space* configuration should not be excluded. Both configurations have their own strengths and weaknesses and may perform better in a given application. A more comprehensive comparison of the relevant strengths and weaknesses should be compiled to assist in planning for subsequent implementations.

CONCLUSION

The new multi-space parking pay stations performed well over the duration of the pilot period. While initial procurement and monthly communication and maintenance costs are higher than single head meters, these additional costs are offset over time by significantly lower coin collection and data gathering costs coupled with resulting parking meter revenue increases. The equipment is reliable and the vendor provided excellent service and support throughout the pilot period.

The volume of parking citations issued and resulting *citation* revenues decreased. Some of the reduction is attributable to Municipal Code discrepancies, the short term impracticality of modifying existing enforcement methods, and increased compliance with parking regulations due to the credit card payment option. However, enforcing parking meter related violations in a *Pay & Display* environment will likely require additional enforcement staff and resources to maintain optimal enforcement levels for all violations. Multi-space parking pay station related parking citation dismissal rates were significantly lower than the average rate calculated prior to the pilot project.

The multi-space parking pay stations clearly improved overall parking space occupancy, duration, and turnover. The ability to accept payment by credit card and impose different rates for different hours and days are essential tools to maximize the impact and leverage the use of varied rates and time restriction. The use of multi-space parking pay stations reduced the number of obstacles on the sidewalk and improved overall street aesthetics. It was also confirmed that, with *Pay & Display* pay stations, parking stall delineations could be removed to further increase the parking supply. It is reasonable to conclude that removing parking "T"s on a wide scale will further increase parking meter revenue and reduce street maintenance costs.

Overall feedback from users of the multi-space parking pay stations was highly favorable. Feedback from other Downtown stakeholders was less upbeat but still positive. Most important, survey respondents overwhelmingly preferred the new multi-space pay stations over single head parking meters. Users readily adapted and accepted the new technology with minimal complaints.

The multi-space parking pay *stations* are both a reliable and cost effective alternative for metered parking zones. The technology provides a variety of significant benefits over single head parking meter equipment with minimal challenges and is better suited to support both current and future needs related to the effective management of the City's parking resources.

Respectfully Submitted,

Michael Vogl
Revenue Collections Manager

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EVALUATION FOR MULTI-SPACE METERS
May 17, 2006

This is the data we will be collecting as the baseline before we go-live with the new Multi-space meters on June 5th. We will be collecting the same data after the new meters are installed as evaluation criteria for success. There are four different time frames methods. They should be collected using the same method after go-live for comparison. These are:

a) One time cost/revenue
b) 9month period/ Biweekly data per block face
c) One time 9 month period per beat (before and after pilot)
d) 9 month period/Biweekly data per block (both sides - not face)

COST: (Parking Management will collect baseline): Installation and maintenance, and collection. We will compare the cost of installing and maintaining, and collecting the new devices versus the cost of installing and maintaining conventional single head parking meters.

Factors	Method
Cost per single space meter	One time cost present meter and Multi after **(JOSE)**
Cost of installation	One time cost present meter and Multi after **(JOSE)**
Monthly Cost of meter maintenance	9month period/ Biweekly data per block face **(JOSE)**

ENFORCEMENT: (Parking Management will collect baseline): Issues related to the time that it takes to enforce the new devices versus the time that it takes to enforce conventional single head parking meters.

Factors	Method
Injury reports	One time 9 month period per beat (before and after pilot) **(ALINA)**
Number of citations issued and revenue	9 month period/Biweekly data per block (both sides-not ace) **(DAN DICKEL)**
Time per block to enforce meters	Two week special collection/per beat, before and after pilot **(ALINA)**

OPERATIONS: (Parking Management and Traffic Engineering will collect): We will evaluate the parking occupancy increase or decrease when compared to what we have now. Revenues from the different type of payment method separated (coins, bills, cards, credit cards, etc.) We will also evaluate the increase in parking supply.

Factors	Method
Collection time per meter	9 month period/Biweekly data per block face **(JOSE)**
Number of malfunctions	9 month period/Biweekly data per block face **(JOSE)**
Pilot area meter revenue	One time 9month period revenue before and after pilot **(JOSE)**
Usage per meter/space	Part of Duration study **(TRAFFIC ENG.)**
Parking Turn Over/space (parking supply)	Part of Duration study **(TRAFFIC ENG.)**

PUBLIC ACCEPTANCE: We could track the number of meter service requests/complaints. This is the area where we need CCDC and the DPMG to assist us. We will need anecdotal information from businesses and users of on street parking downtown, and if there are funds available, potentially a survey during a public education campaign.

Factors	Method
Number of Complaints	Collected by Traffic Eng from different sources**(TRAFFIC ENG.)**
Review factors to be included in a survey	Collected by Traffic Eng from different sources**(TRAFFIC ENG.)**
Number of Positive Comments	Collected by Traffic Eng from different sources**(TRAFFIC ENG.)**
Public Acceptance	PIO will send Outreach documentation **(PIO)**

SURVEY OF CITIES WITH CALE PAY AND DISPLAY METERS BY

After speaking with Parking Enforcement Supervisors at other Parking Enforcement agencies that use the Cale Multi-Space Pay and Display meters, I have found they have experienced many of the same enforcement problems and difficulties that we have.

Enforcement difficulties:

- malfunctioning meters
- not accepting every type of payment (bills, coins, credit cards)
- vandalized (glued slots, broken into for money)
- receipts wrongfully displayed (none, upside down, covered, folded, wrong location)
- inability to see receipts in oversized vehicles (tractor-trailers, raised vehicles)
- large vehicles using two or more spaces

Cities and Parking Enforcement Supervisors

Boston MA
Irene Rizzo (617) 635-3125

Portland OR
Mark Freedman (503) 832-1209

Berkley CA
Marla Clark (510) 981-5890

Baltimore MD
Gail Desch (443) 573-2800

Pittsburgh PA
Nancy Coleman (412) 255-2800

These cities have been using the Cale Pay and Display meters for minimum of at least two years. As stated, they all have experienced the same difficulties and problems we have.

Following are some details of their enforcement:

- All use the displayed on the dash receipt. The exception is Portland, who uses a receipt that sticks to the passenger side window.

- All enforce the Cale metered area by walking their beat, except Portland's officers who walk or ride bikes.

- All have the same city-wide parking rate. The public is able to park in any metered area, even at single space meters. Receipts must be properly displayed, and time zones are enforced.

- If someone decides to purchase another receipt shortly after the first receipt, the officer must calculate and add the time. Times zones are enforced.

- Vehicles are cited for receipts not being properly displayed, as per the instruction on the receipts and meter.

- The cities judicial systems are upholding the citations. Officers must note how the receipt was displayed and include the receipt serial number or as and as much of the information as possible.

- When no receipt is displayed, the vehicle is cited. Pittsburgh has the photo capability on their hand held computers.

- Portland was the only city with stall makings, and they are going to be removed. The belief is more room for parking. Only one receipt is needed for any size vehicle, including a trailer. For tall vehicles, the officer must see if it is displayed. Portland does not have that problem we do, because the receipts are affixed to the passenger side window.

000049

PARKING DURATION STUDY

ATTACHMENT 3

(Based on 60-minute check intervals, 6/1/2006)

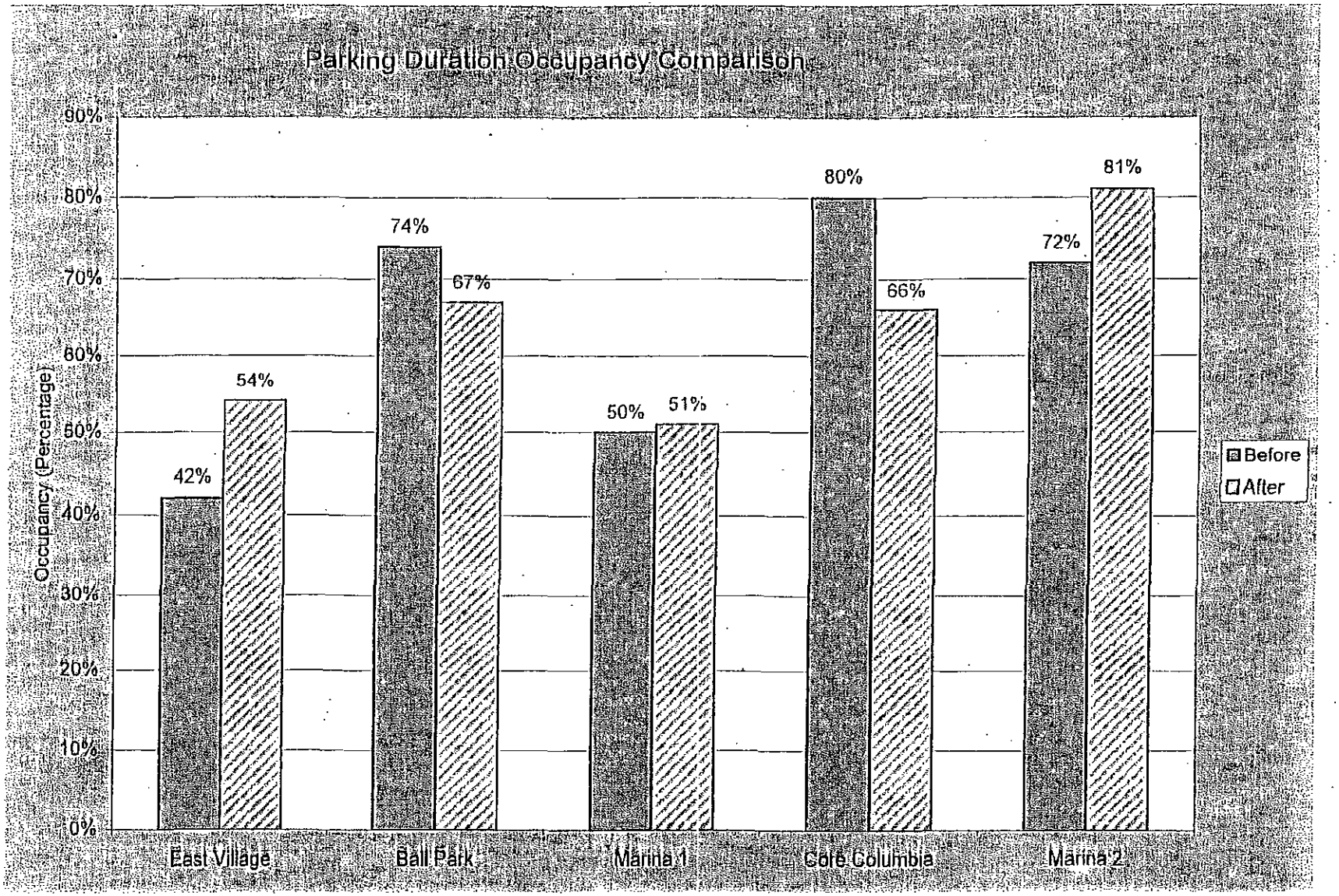
Location Street	Block		(%) Occupancy	(Hrs) Duration	(Veh/space) Turnover
EAST VILLAGE					
'F' Street	s/s	15th to 16th	0.02	1.00	0.17
'F' Street	s/s	14th to 15th	0.18	2.44	0.75
'F' Street	s/s	13th to 14th	0.89	5.64	1.57
'F' Street	s/s	Park to 13th	0.37	1.86	2.00
'F' Street	s/s	11th to Park	0.12	1.00	1.20
'F' Street	s/s	10th to 11th	0.17	1.25	1.33
'F' Street	s/s	9th to 10th	0.62	2.67	2.33
13th Street	w/s	F to G	0.48	1.84	2.59
'F' Street	n/s	14th to 15th	0.01	1.00	0.05
'F' Street	n/s	13th to 14th	0.50	2.12	2.13
'F' Street	n/s	Park to 13th	0.11	1.00	1.00
'F' Street	n/s	11th to Park	0.42	3.80	1.00
'F' Street	n/s	10th to 11th	0.22	3.20	0.63
'F' Street	n/s	9th to 10th	0.75	1.69	4.00
BALL PARK					
'J' Street	n/s	10th to 11th	0.78	4.13	1.88
08th Ave	e/s	J to Island	0.58	1.32	4.40
'J' Street	s/s	06th to 07th	0.89	2.11	4.22
'J' Street	n/s	06th to 07th	1.00	2.86	3.50
MARINA 1					
02nd Avenue	w/s	Island to Market	0.57	2.03	2.82
02nd Avenue	e/s	Island to Market	0.43	1.38	3.08
02nd Avenue	e/s	Island to J	0.51	2.31	2.21
02nd Avenue	w/s	Island to J	0.92	3.44	2.67
CORE COLUMBIA					
'F' Street	n/s	01st to Front	1.00	2.37	4.22
'F' Street	n/s	Front to Union	1.00	1.71	5.83
'F' Street	n/s	Union to State	1.00	2.94	3.40
State Street	e/s	F to E	0.92	2.52	3.67
Union Street	w/s	F to G	0.80	2.00	4.00
Union Street	w/s	G to Market	0.89	5.07	1.75
Union Street	e/s	G to Market	0.43	1.43	3.00
Market Street	n/s	Union to State	1.00	4.00	2.50
State Street	e/s	Market to G	0.92	4.58	2.00
State Street	e/s	F to G	0.65	2.05	3.17
Market Street	n/s	Front to Union	0.79	2.17	3.63
Front Street	w/s	G to Market	0.80	2.21	3.63
'G' Street	s/s	State to Union	0.96	4.10	2.33
'G' Street	s/s	Union to Front	0.76	1.81	4.20
'G' Street	n/s	Front to 01st	0.84	1.83	4.60
'G' Street	n/s	Front to Union	0.82	2.23	3.67
'G' Street	n/s	Union to State	0.50	1.60	3.13
MARINA 2					
Kettner Boulevard	e/s	G to F	0.91	6.41	1.42
Kettner Boulevard	w/s	G to F	0.89	5.17	1.71
Pacific Highway	e/s	G to F	0.69	3.44	2.00
'F' Street	n/s	Kettner to Pacific Hwy	0.39	2.60	1.50

PARKING DURATION STUDY

ATTACHMENT 4

(Based on 60-minute check intervals, 1/17/2007)

Location Street	Block		(%) Occupancy	(Hrs) Duration	(Veh/space) Turnover
EAST VILLAGE					
'F' Street	s/s	15th to 16th	0.45	2.45	1.83
'F' Street	s/s	14th to 15th	0.85	4.25	2.00
'F' Street	s/s	13th to 14th	0.83	5.80	1.43
'F' Street	s/s	Park to 13th	0.63	2.44	2.57
'F' Street	s/s	11th to Park	0.44	1.47	3.00
'F' Street	s/s	10th to 11th	0.73	2.44	3.00
'F' Street	s/s	9th to 10th	0.63	3.17	2.00
13th Street	w/s	F to G	0.69	3.29	2.09
'F' Street	n/s	14th to 15th	0.64	4.48	1.42
'F' Street	n/s	13th to 14th	0.49	4.88	1.00
'F' Street	n/s	Park to 13th	0.29	2.09	1.38
'F' Street	n/s	11th to Park	0.40	2.00	2.00
'F' Street	n/s	10th to 11th	0.26	2.33	1.13
'F' Street	n/s	9th to 10th	0.59	2.76	2.13
BALL PARK					
'J' Street	n/s	10th to 11th	0.56	2.29	2.43
08th Ave	e/s	J to Island	0.66	1.61	4.13
'J' Street	s/s	06th to 07th	0.67	1.54	4.33
'J' Street	n/s	06th to 07th	0.79	2.22	3.56
MARINA 1					
02nd Avenue	w/s	Island to Market	0.45	2.33	1.91
02nd Avenue	e/s	Island to Market	0.57	2.06	2.75
02nd Avenue	e/s	Island to J	0.52	2.50	2.11
02nd Avenue	w/s	Island to J	0.31	2.07	1.50
CORE COLUMBIA					
'F' Street	n/s	01st to Front	0.96	2.65	3.64
'F' Street	n/s	Front to Union	0.94	2.06	4.57
'F' Street	n/s	Union to State	0.75	1.82	4.13
State Street	e/s	F to E	0.66	2.12	3.09
Union Street	w/s	F to G	0.74	1.76	4.20
Union Street	w/s	G to Market	0.42	1.75	2.40
Union Street	e/s	G to Market	0.52	1.53	3.40
Market Street	n/s	Union to State	0.45	1.89	2.38
State Street	e/s	Market to G	0.27	1.59	1.70
State Street	e/s	F to G	0.52	1.94	2.67
Market Street	n/s	Front to Union	0.56	1.67	3.38
Front Street	w/s	G to Market	0.58	1.88	3.09
'G' Street	s/s	State to Union	0.36	1.53	2.38
'G' Street	s/s	Union to Front	0.78	2.04	3.83
'G' Street	n/s	Front to 01st	0.70	1.48	4.71
'G' Street	n/s	Front to Union	0.69	2.18	3.14
'G' Street	n/s	Union to State	0.41	1.61	2.57
MARINA 2					
Kettner Boulevard	e/s	G to F	0.84	6.31	1.33
Kettner Boulevard	w/s	G to F	0.81	7.22	1.13
Pacific Highway	e/s	G to F	0.73	4.13	1.78
'F' Street	n/s	Kettner to Pacific Hwy	0.87	4.83	1.80


Parking Duration Occupancy Comparison
Occupancy (Percentage)
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
42%
54%
74%
67%
50%
51%
80%
66%
72%
81%
East Village
Ball Park
Marina 1
Core Columbia
Marina 2
Before
After

000052

PARKING DURATION OCCUPANCY COMPARISON

ATTACHMENT 6

(Based on 60-minute check intervals)

Street	Block		'Before' Occupancy	'After' Occupancy
EAST VILLAGE				
'F' Street	s/s	15th to 16th	0.02*	0.45*
'F' Street	s/s	14th to 15th	0.18*	0.85*
'F' Street	s/s	13th to 14th	0.89	0.83
'F' Street	s/s	Park to 13th	0.37	0.63
'F' Street	s/s	11th to Park	0.12	0.44
'F' Street	s/s	10th to 11th	0.17	0.73
'F' Street	s/s	9th to 10th	0.62	0.63
'F' Street	w/s	F to G	0.48	0.69
'F' Street	n/s	15th to 16th	0.01*	0.64*
'F' Street	n/s	13th to 14th	0.50	0.49
'F' Street	n/s	Park to 13th	0.11	0.29
'F' Street	n/s	11th to Park	0.42	0.40
'F' Street	n/s	10th to 11th	0.22	0.26
'F' Street	n/s	9th to 10th	0.75	0.59
		Average	**0.42**	**0.54**
BALL PARK				
'J' Street	n/s	10th to 11th	0.78*	0.56*
08th Avenue	e/s	J to Island	0.58	0.66
'J' Street	s/s	06th to 07th	0.89	0.67
'J' Street	n/s	06th to 07th	1.00*	0.79*
		Average	**0.74**	**0.67**
MARINA 1				
02nd Avenue	w/s	Island to Market	0.57	0.45
02nd Avenue	e/s	Island to Market	0.43	0.57
02nd Avenue	e/s	island to J	0.51	0.52
02nd Avenue	w/s	Island to J	0.92*	0.31*
		Average	**0.50**	**0.51**
CORE COLUMBIA				
'F' Street	n/s	01st to Front	1.00	0.96
'F' Street	n/s	Front to Union	1.00	0.94
'F' Street	n/s	Union to State	1.00	0.75
State Street	e/s	F to E	0.92	0.66
Union Street	w/s	F to G	0.80	0.74
Union Street	w/s	G to Market	0.89	0.42
Union Street	e/s	G to Market	0.43	0.52
Market Street	n/s	Union to State	1.00*	0.45*
State Street	e/s	Market to G	0.92*	0.27*
State Street	e/s	F to G	0.65	0.52
Market Street	n/s	Front to Union	0.79	0.56
Front Street	w/s	G to Market	0.80	0.58
'G' Street	s/s	State to Union	0.96*	0.56*
'G' Street	s/s	Union to Front	0.76	0.78
'G' Street	n/s	Front to 01st	0.84	0.70
'G' Street	n/s	Front to Union	0.82	0.69
'G' Street	n/s	Union to State	0.50	0.41
		Average	**0.80**	**0.66**
MARINA 2				
Kettner Boulevard	e/s	G to F	0.91	0.84
Kettner Boulevard	w/s	G to F	0.89	0.81
Pacific Highway	e/s	G to F	0.69	0.73
'F' Street	n/s	Kettner to Pacific Hwy	0.39	0.87
		Average	**0.72**	**0.81**

* These occupancies were not included in calculating the average for each neighboorhod since the 'after' change to occupancy levels is attributed to factros other than the installation of the multi-space parking pay stations.

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ATTACHMENT 4

THE CITY OF SAN DIEGO

Centre City Development Corporation

PAY & DISPLAY PARKING USER SURVEY

Location: O Marina O Ballpark O East Village

Block Name & Number (Optional): _____

How often do you use the Pay & Display meters?

O Daily O Weekly O Monthly O Rarely

Do you prefer the Pay & Display meters to the single head meters?

O Yes O No

Was the signage along the block adequate in number and located properly?

O Yes O No

Were the messages displayed on the signage clear and easy to understand?

O Yes O No

Was it easy to locate the Pay & Display meter after you parked?

O Yes O No

Was the Pay & Display meter located within a reasonable distance to your vehicle?

O Yes O No

Did you find the Pay and Display meter easy to use?

O Yes O No

000054

Do you think the option of paying with a credit card is beneficial?

O Yes O No

Do you feel that replacing multiple single-space meters with one Pay & Display meter improves/detracts from the overall look of the street?

O Improves O Detracts O Neutral

Comments: _____

_____

_____

_____

ATTACHMENT 5

Centre City Development Corporation

SEARCH

HOME ABOUT CCDC PROJECTS RESOURCES PLANNING NE

PROJECTS
:: Interactive Map
:: All Projects
:: Residential
:: Commercial
:: Mixed Use
:: Public / Infrastructure
:: Special Programs

RESOURCES
:: CCDC Board
:: Info. Ctr & Tours
:: Living Guide
:: Planning
:: Newsletters/Pubs
:: Centre City Advisory Committee
:: 2006 Annual Report [PDF 1.2MB]
:: Links

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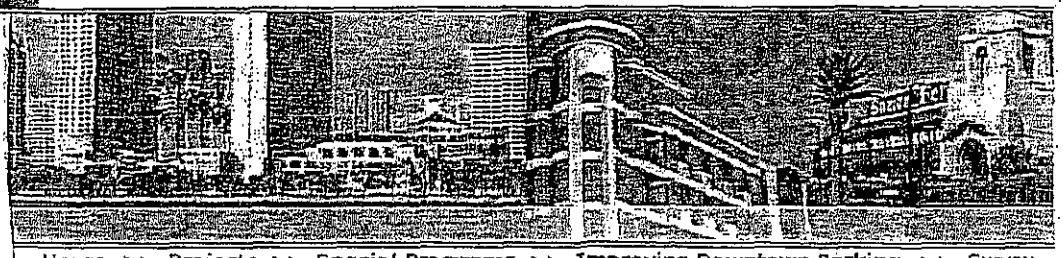


Home >> Projects >> Special Programs >> Improving Downtown Parking >> Survey

PAY & DISPLAY PARKING SURVEY

As part of CCDC's comprehensive public outreach process, CCDC is conducting a survey to gather information about the Pay & Display parking meters. Please take a few minutes to answer the following questions:

1. Location:

Marina Ballpark East Village

2. Block Name & Number:

3. How often do you, your customers/guests/employees use the Pay & Display meters?

Daily Weekly Monthly Rarely Unknown

Comments:

4. Do you feel that the Pay & Display meters are conveniently located?

Yes No

Comments:

5. Do you feel that you, your customers/guests/employees benefit from being able to use a credit card at the Pay & Display meters?

Yes No

Comments:

000056

6. Do you, your customers/guests/employees prefer the Pay & Display to the single-space meters?

◯Yes ◯No

Comments:

7. Do you feel that replacing mulitple single-space meters with one Pay & Display meter improves/detracts from the overall look of the street?

◯Improves ◯Detracts ◯Neutral

Comments:

8. Have you noticed any problems with the Pay & Display meters?

◯Yes ◯No

Comments:

9. What advantages have you noticed to the Pay & Display meters?

10. What disadvantages have you noticed to the Pay & Display meters?

11. Have you benefited from the installation of the Pay & Display meters?

000057

○Yes ○No ○Neutral

Comments:

12. Overall, what is your opinion of the Pay & Display meters?

Submit Survey

000058

New Technology Parking Survey
User Responses

Location:	Number	% of Total
Marina	33	54%
East Village	18	30%
Ballpark	10	16%
	61	100%

Frequency of Use:		
Daily	15	25%
Weekly	6	10%
Monthly	5	8%
Rarely	35	57%
	61	100%

Prefer New to Old:		
Yes	48	79%
No	12	20%
Neutral	1	2%
	61	100%

Signage Adequate:		
Yes	49	80%
No	12	20%
Neutral	0	0%
	61	100%

Signage Clear and East to Understand:		
Yes	56	92%
No	5	8%
Neutral	0	0%
	61	100%

Easy to Locate Meters:		
Yes	54	89%
No	7	11%
Neutral	0	0%
	61	100%

Reasonable Distance:		
Yes	53	87%
No	6	10%
Neutral	2	3%
	61	100%

Easy to Use:	Number	% of Total
Yes	50	82%
No	10	16%
Neutral	1	2%
	61	100%

Credit Card Beneficial:		
Yes	52	85%
No	6	10%
Neutral	3	5%
	61	100%

Overall Look of Street:		
Improves	43	70%
Detracts	0	0%
Neutral	15	25%
N/A	3	5%
	61	100%

New Technology Parking Survey
Online Responses

Location:	Number	% of Total
Marina	20	56%
East Village	13	36%
Ballpark	3	8%
	36	100%

Frequency of Use:		
Daily	10	28%
Weekly	11	31%
Monthly	1	3%
Rarely	12	33%
Unknown	2	6%
	36	100%

Conveniently Located:		
Yes	23	64%
No	11	31%
N/A	2	6%
	36	100%

Credit Cards Beneficial:		
Yes	30	83%
No	5	14%
N/A	1	3%
	36	100%

Prefer New to Old:		
Yes	18	50%
No	16	44%
N/A	2	6%
	36	100%

Overall Look of Street:		
Improves	25	69%
Detracts	3	8%
Neutral	8	22%
	36	100%

Noticed any Problems:		
Yes	12	33%
No	23	64%
N/A	1	3%
	36	100%

Benefited from Installation:		
Yes	13	36%
No	10	28%
Neutral	10	28%
N/A	3	8%
	36	100%

THE CITY OF SAN DIEGO

Centre City Development Corporation

User Parking Survey Comments:

- It should take dollar bills, doesn't make sense to put $1.00 or $2.00 on a credit card.
- Instructions should be in Spanish as well.
- "P" on meter was thought to stand for "Parking", it should spell out "Pay Station".
- Proximity is key.
- Refund with prepaid parking card would be helpful.
- Make supply of parking cards more reliable. Should be refunds.
- Cost too much. Don't like walking back to car to post ticket, especially if it's raining.
- Doesn't like that refund is not allowable on the pre-paid debit cards.
- Pre-paid debit cards don't refund unused amount.
- Would prefer to use single-head meters cause they're closer to work.
- The credit card feature did not work.
- Doesn't refund your pre-paid debit card amount.
- Marked parking spaces are needed to avoid confusion.
- Credit card feature did not work the first time. Prefers to pay small amounts with cash.
- Would like the machine to accept dollars. Prefer to park at a 4-hour meter if she plans to park for 2 hours to avoid getting a ticket.
- Machine wasn't working while being interviewed. Customer had to move to a different parking meter.
- Would rather park on the street, rather than pay $20+ at the Hyatt.
- "Espanol" button also offers other languages. Those languages offered should be listed.
- Credit card feature doesn't work often. Doesn't like walking to and from machine to post ticket in car.
- Need more signs pointing to the location of the meter.
- New meter is very misleading because some people think you can park for free.
- Meter doesn't take change well, usually has to insert coins twice. Meter doesn't like credit cards either.
- How much will it cost taxpayers to replace old meters with new?
- Instead of a "P" displayed on the meter, it should read "Parking Meter".

00061

Report to City Council – Attachment 2

Date: February 17, 2009
Subject: Parking Meter Utilization Improvement

Report #4; Prepared by the Downtown Parking Management Group and submitted to Mayor Jerry Sanders and Councilmember Kevin Faulconer on June 30, 2007

DOWNTOWN PARKING MANAGEMENT GROUP

REPORT #4

Report on Action through April 2007

Report on actions of the Downtown Parking Management Group on the occasion of completing assessment of new technology meters.

April 30, 2007

Issued to: Councilmember Kevin Faulconer, Council District 2
Mayor Jerry Sanders, City of San Diego

Copy to: Board of Directors, Centre City Development Corporation
Nancy Graham, President – Centre City Development Corporation

Respectfully submitted,

John Cunningham, Chair
Downtown Parking Management Group
Date Submitted: June 30, 2007

Enclosure: (1) "Final Report – Downtown Multi-Space Parking Pay Station Pilot Project" From Revenue Collections Department – City Treasurers Department, City of San Diego dated April 4, 2007

Attachments: (1) List of Members
(2) Maps of Varied Time Rates Test Areas (Original Base)
(3) Maps of New Parking Meter Technology Test Areas (Original Base)
(4) Map of Location of 50 New Technology Parking Meters

SUMMARY

The Downtown Parking Management Group ("DPMG") has overseen the implementation of the initial recommendations for testing varied time limits and rates within designated test areas of downtown. City staff implemented these recommendations in accordance with San Diego City Ordinance O-19336, adopted 11/29/04 and Council Resolution R-299867, adopted 11/15/04. The initial trial of new hours and rates has resulted in increases of up to 300% in utilization in selected areas. The DPMG and City staff have identified several areas to install meters where curb cuts were eliminated, new buildings have been completed, bus stops too long, etc. These efforts have resulted in the installation of 699 additional meters. City parking meter revenues within the Centre City for the quarter ending in March, 2005, were $986,468.16 and in the quarter ended March, 2007 were $1,174,918: a 21% increase. The meters associated with the test area as of the quarter ending in March, 2005, collected $67,322.25, and as of the quarter ending in March, 2007, collected $127,537.60 in parking meter revenue; this represents an 89% increase in revenue. Based on this information, one can conclude that the DPMG efforts are adding to the total utilization of meters and not simply shifting users from one area to another. In addition to implementation of varied time limits and rates, CALE was selected as vendor for the New Parking Meter Technology; installation of 50 meters and evaluation of the Pilot Program are complete. A detailed evaluation is included in this report and in a separate report by City staff is included as Enclosure (1).

The DPMG has demonstrated parking behaviors can be changed, that parking space utilization can be improved, that the new parking meter technology enables more flexibility in managing parking; all without an excessive burden on users or a negative impact on overall revenue.

BACKGROUND

The City Manager's Parking Task Force identified that the current "one size fits all" parking program for the City was a less than optimal solution to parking impacts within different areas of the City. The recommendations of the Parking Task Force resulted in changes to the ordinances and resolutions regarding parking. City Council District 2 formed the Downtown Parking Management Group to begin implementation of some of the ideas from the Parking Task Force within the Centre City area/Downtown Community Parking District. The Centre City Development Corporation's Board of Directors acts as the Community Parking Advisory Board for the Downtown Community Parking District. In addition, the City initiated a Public Outreach Program to inform the public of the new parking meters.

The DPMG proceeded to initially examine the use of new parking meter technology in a pilot program for the Centre City. During the data review for the New Parking Meter Technology Pilot Program ("Pilot Program"), it was discovered that 54% of all of downtown's parking meters were used less than 40% of the time.

In the DPMG's Report #1, recommendations to increase utilization were suggested. These recommendations included test areas for a Pilot Program and test areas for

varying time limits and rates. The City Council passed San Diego City Ordinance O-19343, adopted 12/07/04 and Council Resolution R-299867, adopted 11/29/04, granting the City Manager authority to vary time limits and rates in four specific test areas as mapped in Report #1 (see attached Maps for test areas in the East Village, Marina, Cortez, and Little Italy Districts). The DPMG Reports #2 and #3 described incremental changes, identification of areas where previously installed meters had been removed and then replaced, and the status of the Pilot Program's report dates.

DISCUSSION

The DPMG created the test areas where there is low metered space utilization to determine ways and means to more effectively manage the supply and demand of parking in very heavy and very low usage areas within the public right-of-way. Within the four varied time/rate test areas, the DPMG completed a block-by-block analysis of the existing land uses and how they relate to parking patterns. The analysis also considered land usage surrounding the test areas for their parking needs, as well as the parking needs of employees, visitors, business owners and residents within and adjacent to the test areas. As an example: ensuring proper locations for short duration visitor parking for retail, medium duration for office visitors, and long duration for employees.

In the Pilot Program test areas the DPMG, in conjunction with City staff, determined which existing meters would be replaced with new meters. Some block faces were left unmarked by parking "Ts" to determine the validity of the vendor's contention that more cars could be parked on a given block face without "Ts". This Report and the enclosed report prepared by City staff, notes that City staff has worked with CALE to install, maintain, monitor, change, relocate, audit, and otherwise collect and collate. The DPMG has been collecting and analyzing the necessary data on what variables are most effective in increasing parking space utilization. Minor changes to rates and times have been made following data analysis to improve utilization and this process will continue through out the testing period. The Public Outreach Program on the use of the New Parking Meter Technology is considered very successful as evidenced by the very limited number of complaints and contested citations. Outreach to those affected businesses and residents, and to the general public is ongoing.

The DPMG's goal is to significantly increase parking space utilization; therefore, monitoring remains frequent. The DPMG will make changes to specific test areas as soon as the DPMG notices trends that warrant revision. In case of significant revisions, the DPMG will propose subsequent outreach to the affected community members to minimize any confusion. Furthermore, the Ordinance and Resolution for this test program provides flexibility to reverse declining utilization, if any occurs, limiting any potential revenue reduction.

CHANGES WITHIN THE TEST AREAS SINCE LAST REPORT, APRIL 2006 (REPORT 3) ARE NOTED BELOW:

Area/Block Segments	Time Limits	Rate
Marina I & II G Street All new meters east of India Street changed from 4 hours Mon–Sat to 4 hours Mon-Fri and 9 hours on Sat. (This tested the ability of the Technology to allow differing times rates at meters and of users to understand signage	4 Hours Mon-Fri 9 Hours Sat	50¢
Marina II Kettner Boulevard from E Street to G Street E Street from Railroad to Kettner Boulevard (Not included due to Construction) F Street from Railroad to Kettner Boulevard (south side only)	9 Hours 9 Hours	50¢ increased to 75¢ 50¢ increased to 75¢
East Village Old meters replace on F Street by new meters then moved due to under utilization. From 15th Street to 16th Street to Marina I & II	9 Hours to 4 Hours	50¢ decreased to Free

NEW TECHNOLOGY METERS PROGRAM:

Each new meters installed replaced an average of 6 old meters.

Fifty new meters were installed in the test areas in accordance with Attachment (4).

CONCLUSION

EVALUATION OF VARIED RATES AND TIMES:

The DMPG has been successful in changing parking habits and increasing utilization rates while experimenting in very limited areas of centre city. Expanding these areas and increasing the variable extent of both rates and times would provide further information and data on parking behavior. In particular, it would be beneficial to understand the public's acceptance or rejection of modified hours; particularly hours before or after the 8 a.m. to 6 p.m. "one size fits all", currently in place city wide. This knowledge would be valuable in determining the future parking strategy for the Downtown Community Parking District and extremely useful for other parking districts. It would provide some information to those with other than primarily commuter or "normal working" hours. It would especially be useful for the City in other "mixed use" areas and particularly the "Villages" in the City's Comprehensive Parking Plan.

EVALUATION OF NEW TECHNOLOGY METERS:

A. Public Perception

As evidenced by the results of User and Neighborhood Survey Results reported in enclosure (1) by City Staff, it appears that the public has few problems. This can be confirmed by the low number of tickets contested (thirty-four in nine months of which only two were dismissed). The 0.03% overall dismissal rate for new meters compared with the average 1.9% dismissal rate for old meters is significantly lower.

B. New Meter Flexibility

City parking card, credit card, and coin acceptance combined with ability to purchase amount of time required resulted in a 22.1% decline in parking citations for over limit and expired meter citations. Despite the loss of revenue from these meter associated citations, a decline in these types of citations is a GOOD thing for the public. Testing in the Ball Park, Marina I and Marina II revealed that the New Meter Technology, which refuses to grant time beyond the further limited time on special events days, or can grant different rates and different time periods, greatly increases flexibility for administrators and did not cause significant problems with the using public even with the minimum signage used. Users learned to read the meter display which has multiple language capabilities.

C. Enforcement

1. Pay and Display technology required enforcement personnel to dismount and check each windshield which significantly increased the amount of time required for each route. More of these meters will require a larger number of enforcement personnel for the same level of service. Other jurisdictions using Pay and Display technology use foot or bicycle routes. This increase in time per route was not planned for and no additional personnel or routes were established. This resulted in personnel not being available to enforce other parking regulations which caused a decline in citations NOT associated with meters. This non-meter citation reduction is NOT a good thing.

2. Large vehicles caused a problem for enforcement personnel to read the displayed receipt.

3. City ordinance currently allows carrying displayed receipts from area to area and requires closer scrutiny by enforcement personnel.

D. Purchase/Maintenance of Equipment

Although the original purchase cost of the equipment is higher, the continuing overall maintenance cost of the equipment is lower including such things as:

- Capital cost of acquiring the meters higher
- Installation/removal lower
- Maintenance easier (meter "calls in" when maintenance needed) Supplies higher

- Collections costs lower (accepts credit cards, "calls in" when collection needed) (See enclosure (1) for specifics on cost, installation, maintenance, supplies and collections.)

E. New Meter Technology Summary

Pros:

Easy to use. (City Parking Card, Credit/Debit Card, Cash can be used).

Reduces "street furniture" clutter by significant amounts.

Collection time significantly reduced. Reduces down time by notifying department when maintenance required.

Allows up to 19% more cars per block face without parking "Ts".

Cons:

Does not return time back on City Parking Card.

Increased enforcement time (pay and display).

Down time affects more than one space.

Existing City Ordinance makes rate/time variances more difficult to enforce.

Allows large vehicles to occupy many spaces for one fee on block faces without parking "Ts".

Spaces without parking "Ts" may "maroon" vehicles until adjacent parkers return to move cars if parked too closely.

COMPREHENSIVE CONCLUSION

Overall, the Varied Time/Rates Program and the New Technology Meter Program are evaluated as successful. Elements of these programs may be beneficial throughout the City for City Staff and other parking districts to better utilize the available curb space in parking impacted areas.

PROCESSES/NEXT STEPS

A. City Staff and Community Parking Districts Recommendations:

1. That New Meter Technology be approved for use within the City.

2. That Variable Time Limits be considered when requested by Community Parking Districts.

B. Downtown Community Parking District Approve and Recommend that the Mayor and City Council take the following actions:

1. Extend the remit of the DPMG until April 30, 2009.

2. Direct the DPMG and City staff to draft ordinances allowing variable time limits up to 24 hours and 7 days a week in selected areas of the Centre City.

3. Direct the DPMG and City staff to draft ordinances allowing variable meter rates, in selected areas of the Centre City, of up to $3.00 per hour and as low as $0.25 per hour.

4. Direct the DPMG and City staff to draft an ordinance bringing all block faces in Centre City, and within the Downtown Community Parking District, into Metered/Timed control as a parking impacted area.

5. Direct the DPMG and City staff to draft ordinances, as required, to place or remove meters on selected block faces as determined by the DPMG and City Staff.

6. DPMG advise Downtown Community Parking District and City Staff on numbers of additional New Technology Meters to procure and whether to explore alternative uses for New Technology Meters, such as Pay-by-Space versus Pay and Display in selected areas.

The DPMG Pilot Program was extended until October 2007 to enable complete evaluation of New Meter Technology and complete analysis of Varied Rates and Times.

The DPMG has continued collection and analysis of data from the pilot program areas. The new technology pilot program has been implemented and the initial evaluation has been completed. Specific block faces were selected to provide a direct comparison of new and old parking meter technology.

Upon termination of the Varied Rates and Times Program, a final report will be issued covering all strategies explored by the DPMG for the use of the Parking Advisory Board, Parking Districts, the City Council and Mayor in planning for the future.

As the strategies are put in place and tested, the DPMG will continue to explore better utilization of all curb space in downtown and propose further initiatives as they are created.

Report to City Council – Attachment 3

Date: February 17, 2009
Subject: Parking Meter Utilization Improvement

Downtown Community Parking District Advisory Board (Centre City Development Corporation); Approval of the Downtown Parking Management Group, Report #4 dated July 19, 2007

000073

Centre City Development Corporation

DATE ISSUED: July 19, 2007

ATTENTION: Centre City Development Corporation
Meeting of July 25, 2007

SUBJECT: Downtown Parking Management Group -- Report #4 – General

STAFF CONTACT: A.J. Magana, Accountant/Financial Analyst
Andrew Phillips, Finance Accounting Manager

REQUESTED ACTION: That the Centre City Development Corporation ("Corporation"), acting as the Community Parking Advisory Board for the Downtown Community Parking District, recommend that the Mayor and City Council take the following actions regarding the Downtown Parking Management Group ("DPMG").

- Extend the remit of the DPMG until April 30, 2009 which would extend the time frame of the existing pilot program.
- Direct the DPMG and City staff to draft ordinances allowing variable time limits up to 24 hours and 7 days a week in selected areas of the Centre City.
- Direct the DPMG and City staff to draft ordinances allowing variable meter rates, in selected areas of the Centre City, of up to $3.00 per hour and as low as $0.25 per hour.
- Direct the DPMG and City staff to draft an ordinance bringing all block faces in Centre City, and within Downtown Community Parking District, into Metered/Timed control as a parking impacted area.
- Direct the DPMG and City staff to draft ordinances, as required, to place or remove meters on selected block faces as determined by the DPMG and City Staff.
- Authorize the DPMG to advise the Downtown Community Parking District and City Staff on the number of additional New Technology Meters to procure and whether to explore alternative uses for New Technology Meters, such as Pay-by-Space versus Pay and Display in selected areas.

Item Number	6. Page 1 of 3
Meeting of	July 25, 2007
Agenda Number	652

STAFF RECOMMENDATION: That the Corporation, acting as the Downtown Community Parking District, recommend that the Mayor and City Council take the actions regarding the DPMG as noted in the bullets listed above.

SUMMARY: The DPMG is overseeing the implementation and the initial recommendations for testing varied time limits and rates within the designated test areas of downtown. The initial trial of the new hours and rates has resulted in increases of up to 300 percent utilization in selected areas. The DPMG and City staff has identified several areas to install meters where curb cuts were eliminated, new buildings have been completed, bus stops are too long, etc. These efforts have resulted in the installation of 699 additional meters. As a result of the varied time limits and rates, revenues have also increased.

In addition to the implementation of varied time limits and rates, the DPMG in conjunction with the City staff, coordinated the installation of 50 meters of the Pilot Program for the New Parking Meter Technology. The attached report from the DPMG has been issued to Councilmember Kevin Faulconer and Mayor Jerry Sanders and, with Committee and Board approval, will be acting as Community Parking Advisory Board for the Downtown Community Parking District giving its support for the DPMG to continue its efforts in implementing the pilot program throughout downtown.

FISCAL CONSIDERATIONS: None with the actions, however parking meter revenue may increase or decrease based on changes made to rates and times. Any expenditure made will utilize Parking Meter Revenues.

COMMITTEE RECOMMENDATION: On July 11, 2007, the Budget/Finance and Administration Committee voted unanimously (Kim Kilkenny, Fred Maas, Robert McNeely, Wayne Raffesberger, Jennifer LeSar, Janice Brown, Teddy Cruz) to approve and accept the DPMG Report #4.

CENTRE CITY ADVISORY COMMITTEE RECOMMENDATION: On July 18, 2007, the Centre City Advisory Committee was presented this item for information purposes only.

OTHER RECOMMENDATIONS: None.

BACKGROUND: In 2004 the City Manager's Parking Task Force identified that the current "one size fits all" parking for the City was a less than optimal solution to parking impacts within different areas of the City. The DPMG was formed by City Council District 2 to begin implementation of some of the ideas from the Parking Task Force within the Centre City Area/Downtown Community Parking District. The DPMG has overseen the implementation of the initial recommendations for testing varied rates and time limits within designated areas of downtown. In addition, CALE was selected as the vendor for the New Parking Meter Technology. Installation of 50 meters for the Pilot Program and evaluation of the program are complete.

Respectfully submitted,

A.J. Magana
Accountant/Financial Analyst

Andrew Phillips
Finance Accounting Manager

Concurred by:

Nancy C. Graham
President

Attachment:
Downtown Parking Management Group – Report #4

000077

THE CITY OF SAN DIEGO

REPORT TO THE CITY COUNCIL

DATE ISSUED: March 16, 2009 REPORT NO: 09-027

ATTENTION: City Councilmembers
Agenda of March 30, 2009

SUBJECT: *Parking Meter Utilization Improvement*

REFERENCE: Manager's Report No. 04-133;
Manager's Report No. 04-249;
Manager's Report No. 04-061;
Manager's Report No. 04-214

REQUESTED ACTIONS:

1. Adopt an ordinance amending sections of the Municipal Code Chapter 08, Traffic and Vehicles, to establish a target on-street utilization rate of 85 percent to optimize parking; to authorize the Mayor to set meter rates between $0.50 and $3.00 and to set hours of meter operation within the range of 8 a.m. to 2:00 a.m. Monday through Sunday to achieve the target utilization rate;
2. Adopt an ordinance amending sections of the Municipal Code Chapter 08, Traffic and Vehicles, to ensure payment compliance by users of the multi-space pay stations;
3. Adopt a resolution amending Council Policy 100-18 so that, on an annual basis, all of the costs of administering the Community Parking District (CPD) Program, including the services of a dedicated Transportation Engineer, and Meter Operations costs, shall be applied prior to the calculation and allocation of the 45 percent share of parking meter revenue to the CPD's. Further, that advisory boards to the respective CPD's, shall also be authorized to analyze meter and on-street parking utilization and make recommendations on meter locations, rates, time limits, hours of operation; and new parking technology; in addition to the activities and improvements already authorized pursuant to this Policy;
4. Adopt a resolution to recognize the Downtown Parking Management Group [DPMG] as an advisory group to Centre City Development Corporation acting as the Parking Advisory Board for the Downtown Community Parking District, which shall advise City staff and make recommendations on meter locations, rates, time limits, hours of operation; new parking technology; and other activities and improvements in order to address parking-related issues pursuant to Council Policy 100-18.

STAFF RECOMMENDATION:
Approve all requested actions.

BACKGROUND:
In June 2003, the City Council was asked to consider raising parking meter rates above $1.00/hour. City Council asked the City Manager to form a Parking Task Force to make recommendations on various parking-related issues and return with those recommendations in early 2004. The recommendations were brought to the Land Use and Housing Committee which then directed the City Manager and City staff to analyze the proposals and to meet with the Parking Task Force to reach consensus on any differences. A final set of recommendations was brought forth in September 2004 in Manager's Report No. 04-214, including adopting general policy guidelines for parking management implementation, such as: on-street parking is a public resource; parking control tools should be utilized to manage and optimize parking supply and usage; and parking meter rates should vary and meters should be operated during the days and hours that require management of the supply.

The Parking Task Force also recommended the creation of a downtown working group which recommended a pilot program in a sub-area of the Downtown Community Parking District. City Council approved a Downtown Parking Pilot Program [Pilot] on November 22, 2004. The goal of the Pilot was to provide information and sample techniques that would optimize the use of on-street parking in the downtown area and that could later be applied citywide[1]. The Pilot authorized the Downtown Parking Management Group [DPMG] to work with city staff as the advisory body to test on-street parking management strategies as well as explore the use of new parking meter technology in selected parts of East Village, Marina, Cortez, and Little Italy.

Downtown Parking Pilot Program 2004
The DPMG and city staff completed a substantive review of the literature and practices of comparable cities to determine the appropriate strategies for managing the traffic and parking demand in downtown. They found that one of the most effective tools for managing on-street parking was to price parking in order to meet a target occupancy/utilization rate of 85 percent (15 percent vacancy) on each city block[2]. Studying the utilization rates, the DPMG made recommendations to city staff to adjust hourly rates and time limits to optimize available parking. In addition, the DPMG researched new parking meter technologies that could better serve motorists, enhance the streetscape and improve the city's internal administation. The result was the installation of 50 new multi-space pay stations with credit card and wireless capabilities to serve approximately 300 on-street parking spaces. The new technology coupled with the management strategies were the fundamental elements of the Pilot.

Pilot Methodology
The strategy of adjusting parking meter rates and time limits applied the familiar economic theory of supply and demand to on-street parking. Recognizing that the finite number of spaces makes parking a scare resource, the DPMG made recommendations to adjust hourly meter rates and time limits based on demand. This approach is commonly referred to as Performance – Based Pricing. For example, in highly desirable areas with convenient parking, the hourly rates were set to the current highest allowable rate ($1.25) and time limits set shorter to promote turnover and access for more motorists. In less convenient locations with less traffic, the meter rates were lowered and the time limits were extended to encourage long-term-parking motorists

[1] Manager's Report No. 04-249, November 17, 2004. Downtown Parking Pilot Program.
[2] Shoup, D. The High Cost of Free Parking. Washington, D.C.: American Planning Association, 2005

to park in these areas. Each month the DPMG analyzed meter occupancy surveys and utilization reports prepared cooperatively by CCDC and City staff. The DPMG then recommended appropriate adjustments to City staff.

All rate and time limit recommendations were made to influence parking behavior and push utilization towards the target rate of 85 percent (15 percent vacancy). The 85 percent target rate is considered the optimal point at which parking supply is maximized yet sufficient parking remains available to motorists to avoid cruising-induced traffic and to facilitate easy ingress and egress[3, 4]. Whereas the conventional approach to setting parking meter rates has been to apply a static, uniform hourly rate regardless of location or duration, the new management strategies are much more dynamic. They require critical analysis of parking occupancy/utilization data to fine-tune optimal rates yet provide the flexibility to easily respond to parking demand. In the Pilot, rates and time limits ranged from $.50 to $1.25 per hour and from one-hour to nine-hour durations.

Results of Pilot

Prior to the Pilot, the average utilization rate was approximately 18 percent (Table 1). After the Pilot, studies revealed a significant improvement in the utilization rates as well as an increase in meter revenue. By providing the flexibility to adjust time restrictions and meter rates the average utilization rate for the entire test area improved to 38 percent -- a 106 percent increase. Most notably, the Marina district's utilzation rates increased from 13 to 61 percent -- a 369 percent increase.

Varied Rates and Times: Utilization Rates — **Table 1**

	BEFORE 2005 July	AFTER 2007 December*	% Increase
Marina	13%	61%	369%
Little Italy	6%	24%	300%
Cortez	25%	67%	168%
East Village	20%	30%	50%
Total Pilot Area (Weighted Average)**	**18%**	**38%**	**106%**

* Quarter ending December 2007 (September through December)

** Weights based on number of metered spaces: Marina, 136; Little Italy, 22; Cortez, 40; and East Village 496

Source: DPMG Utilization Reports

In addition, the strategies led to an 89 percent increase in meter revenue, from $67,322 collected before the Pilot to $127,537 during the Pilot (Table 2). This is especially significant in that the meter revenue increase resulted from lowering the hourly meter rate and improving utilization. It should also be noted that the maximum hourly rate of $1.25 allowed during the pilot limited the DPMG from recommending higher rates in the most highly utilized locations, where utilization rates significantly exceeded the 85 percent target. Allowing higher hourly rates in these locations would influence some users to choose lower-priced on-street or off-street alternatives and reduce utilization to the 85 percent target rate.

[3] Ibid.

[4] Litman, T. Parking Management Best Practices. Washington, D.C.: American Planning Association, 2006

Varied Rates and Times: Revenue				Table 2
	BEFORE 2005 - 1st Qtr		AFTER 2007- 1st Qtr	% Increase
Meters in Pilot Areas*	$	67,322	$ 127,537	89%
Downtown Community Parking District (overall)	$	986,468	$ 1,174,918	19%

*Pilot areas include Cortez, East Village, Little Italy, and Marina

Source: April 30, 2007 DPMG Report #4

New Meter Technology

The Pilot also provided an opportunity to test new meter techonology that could better serve motorists, reduce sidewalk clutter, and improve internal administration. In June 2006, the DPMG and city staff selected Cale Parking Systems to provide 50 multi-space pay stations. Each pay station serves six to eight standard parking spaces depending on its location and the length of a given city block. Upon payment, the pay station provides the customer a printed receipt to be placed on the car's front dash as proof of payment – a system referred to as "pay-and-display."

The new pay stations accept a variety of payment methods including credit cards, coins and prepaid value cards. The results suggest that the convenience of additional payment options increased motorists' payment compliance. In fact, approximately 65 percent of the revenue collected from the new pay stations came from credit card payments (Table 3). Based on community feedback and a survey conducted by the Transportation Engineering Division, public acceptance of the pay stations has been favorable.

Payment Method at Multi-space Pay Stations	Table 3
	FY2007 Actuals
Credit cards	247,431.95
Coins and/or Prepaid Cards	135,574.55
% of Credit Card Payment	65%

Source: Annual City Parking Operations Audit of FY2007

In addition, the new pay stations provide wireless/real-time communication and data access for City staff and can be controlled/configured remotely with the flexibility to adjust rates and time limits based on demand for peak seasons and special events. City staff also noted that the equipment has been reliable and the vendor has provided excellent service throughout the Pilot[5].

The multi-space pay stations augmented the utilization rates and meter revenue. City staff conducted studies in the Pilot area where the new pay stations were installed and found that East Village and parts of the Marina district had the greatest increases in utilization of 12 and 9

[5] Final Report - Downtown Multi-space Parking Pay Station Pilot Project. The Office of the City Treasurer Revenue Collections Division provided the informational report to the Downtown Parking Management Group on April 4, 2007.

percent, respectively (Table 4). Areas of Core Columbia and adjacent to Petco Park showed a decrease; however, staff reported that the studies were conducted in different months with different seasonal and special event parking demands which likely contributed to the decrease.

Multi-space Pay Stations: Utilization Rates — Table 4

	BEFORE 2006 June	AFTER 2007 January	% Change
East Village	42%	54%	12%
Marina 1	50%	51%	1%
Marina 2	72%	81%	9%
Ball Park	74%	67%	-7%
Core Columbia	80%	66%	-14%

Source: April 4, 2007 Report to DPMG from Revenue Collections Division - City Transportation Engineering Study

In general, the multi-space pay stations had a positive impact on meter revenue. The first quarter audit in 2006 (June to December) showed approximately $218,368 collected from the multi-space pay stations; an increase of 24 percent over collections in 2005 during the same months from standard single-space meters (Table 5).

Multi-space Pay Stations: Revenue — Table 5

Standard Meters 2005 - June to Dec.	New Pay Stations 2006 - June to Dec.	% Increase
$ 175,503	$ 218,368	24%

Source: April 4, 2007 Report to DPMG from Revenue Collections Division - City Parking Operations Audits

Parking Enforcement

In a final report to the DPMG, Parking Enforcement staff noted two issues that surfaced during the Pilot: the need to update the Municipal Code and enforcement efficiency. Staff recommends the Municipal Code be amended to include language that clearly defines the new parking meter technology and details the conditions of payment compliance. The amended code would reduce enforcement challenges by prohibiting motorists from purchasing a pay-and-display receipt in one area and displaying it as the receipt for parking in a different area, especially when the rates for the two areas are different[6]. Transportation Engineering and Parking Enforcment staff worked together to draft the proposed changes to Municipal Code Chapter 08, Traffic and Vehicles, to more clearly define a multi-space pay station as a city-approved parking meter and clarify the appropriate use of the pay-and-display receipt.

The second issue raised by Parking Enforcment was the additional time needed to verify the pay-and-display receipts. Parking Enforcement Officers reported that confirming a motorist's payment with the pay-and-display receipt was often more time consuming than verifying the expiration on a traditional single-space meter. They encountered difficulties when viewing receipts in the front dash of large vehicles or when receipts were improperly placed so that they

[6] Final Report - Downtown Multi-space Parking Pay Station Pilot Project. The Office of the City Treasurer Revenue Collections Division provided the informational report to the Downtown Parking Management Group on April 4, 2007.

were difficult to view from the sidewalk[7]. During the Pilot there were fewer citations related to parking meters than in previous reports. However, the reasons for this may be a combination of the difficulties experienced by the enforcement officers as well as the increased compliance by motorists who utilized the credit card option with the new pay stations.

Different enforcement methods will need to be explored as the use of multi-space meters is expanded. City staff from the Office of the City Treasurer Revenue Collections Division, responsible for all citation and meter revenue, recommends working with Parking Enforcement to develop new enforcement techniques appropriate for the new technology. For instance, the City may consider creating walking beats and/or augmenting enforcement with assistance from parking meter operations staff. Cale Parking Systems suggested the use of large-print and color-coded paper to enhance the receipt's visibility.

Pilot Highlights

The Pilot achieved its goal and demonstrated that implementing a combination of flexible management strategies and the installation of new meter technology can optimize on-street parking, as evident in the data highlights:

- 106 percent increase in the utilization rate of on-street parking spaces by adjusting rates and time restrictions alone;
- Parking meter revenue increased by 89 percent to $127,537 by adjusting rates and time restrictions alone;
- Upwards of an additional 12 percent increase in utilization rates with multi-space pay stations;
- An additional 24% increase in parking meter revenue with multi-space pay stations; and
- Improved payment convenience and compliance marked by 65% credit card payment at multi-space pay stations and a decrease in citation revenue.

Next Steps

The Parking Task Force recommendations, as tested in the Pilot, aimed to provide information and sample techniques that would optimize the use of on-street parking in the downtown area and which could later be applied citywide. The average meter utilization rate in the City is 38% and the majority of meters are set at a fixed rate of $1.25 per hour. The Pilot proved that these new strategies and technology can be used effectively to increase utilization of existing parking resources and influence parking behaviors to achieve community based parking goals and objectives. As a side benefit of improving utilization, related revenue from existing parking resources increases as well. Based on the overwhelming success of the Pilot it is proposed that these tools be made available citywide.

Recommended Actions

1. Performance-based Pricing – Staff recommends that City Council establish a target utilization rate of 85 percent and authorize the Mayor to set meter rates between $0.50 and $3.00 to achieve the target utilization rate.

[7] Ibid.

2. Extended Operating Hours – Staff recommends the City Council authorize the Mayor to set hours of meter operations within the range of 8 a.m. to 2:00 a.m. Monday through Sunday to achieve the target utilization rate.

   Extended hours of operation were not tested in the Pilot; however, preliminary analysis of the usage of on-street parking after hours indicates that there is a need for extended hours of meter operation in certain entertainment hot spots and other areas where the need to manage parking impacts extends beyond the current operating hours. Based on anticipated recommendations to extend the hours of operation for certain meters, staff also recommends that one (1) Sr. Parking Meter Technician and three (3) Parking Meter Technician positions be added to the Office of the City Treasurer Parking Meter Operations Program to facilitate maintenance/repair of meters and to provide for meter enforcement during the extended hours. To facilitate data collection, analysis, and enforcement, staff recommends testing new technologies and alternative enforcement strategies. The resulting increase in revenue will significantly exceed the cost of these additional positions.

3. Community-based Approach – Staff recommends that the Parking Advisory Boards for the respective Community Parking Districts, in collaboration with City staff, analyze utilization/occupancy data and make recommendations on adjustments to meter rates, time limits, and hours of operation, to achieve the established target rate. These changes will provide more flexibility to appropriately respond to parking demands and optimize existing on-street parking resources. In order to provide the necessary staff capability to assist with utilization data analysis and to review recommendations, staff proposes adding one (1) Transportation Engineer. This position would also serve as a resource to the Community Parking Districts and assist with implementation of appropriate activities and improvements. Existing staff in the City Planning and Community Investment Department would continue to provide contracting support to the Community Parking Districts and to the City Parking Advisory Board.

4. Council Policy 100-18 Modifications – Accommodating the proposed staffing plan, on-going costs associated with new technologies and actual costs of Parking Meter Operations, requires amending Council Policy 100-18 (Community Parking District Policy). Staff recommends eliminating the five percent (5%) allocation from the Community Parking District share of parking meter revenue for administrative services and instead subtracting all Parking Meter Operations and Community Parking District program support costs from the total parking meter revenue prior to the calculation of the 45 percent allocation to the Community Parking Districts.

FISCAL CONSIDERATIONS:

In addition to the significant non-fiscal benefits of the new strategies and technology, improving the utilization of City parking meters will also provide a considerable increase in parking meter revenue for both the General Fund and Community Parking Districts. If fully implemented, parking meter revenue will increase by nearly $8.4 million begininng in Fiscal Year 2010 (Table 6) with further increases beginning in Fiscal Years 2011 ($1,037,109) and 2012 ($128,319).

Fiscal Summary: City					Table 6
Beginning Fiscal Year	FTE	Expenditure			Revenue
		PE	NPE and Cash Transfers	Total	
2010	5	$473,192	3,587,991	$4,061,183	$8,374,568
2011	(2)	($183,542)	$440,433	$256,892	$1,037,319
2012	(2)	($183,542)	$80,443	($103,098)	$128,319

Implementation requires additional staffing (5 FTE) consisting of one (1) Associate Engineer, one (1) limited Sr. Parking Meter Technician and three (3) limited Parking Meter Technicians to review and process rate and time limit change recommendations and to repair and enforce meters during extended operating hours. However, once the replacement of existing meters with new technology meters is completed, operations staffing can be reduced back to Fiscal Year 2009 levels by the end of Fiscal Year 2012. Accordingly, the four (4) new parking meter technician positions will be hired on a limited basis to accommodate the future-year reductions.

Additional annual expenditures of $4,061,183 beginning in Fiscal Year 2010 include new personnel expense (PE) of $473,192 and non-personnel expense (NPE) and cash transfers totaling $4,061,183. It is important to note that NPE and cash transfers for Fiscal Years 2010 and 2011 include $3,703,918 and $409,050, respectively, for increases in cash transfers for CPD allocations resulting from increases in total parking meter revenue. It is also recommended that the appropriated cash transfers for CPD allocations be transferred from the City Planning and Community Investment Department to the Office of the City Treasurer to better match expenditures to associated revenues, improving transparency in the budget.

The net impact to the City Budget resulting from the full implementation of these recommendations is a net increase in General Fund Revenue of more than $4.3 million annually beginning in Fiscal Year 2010 and growing to nearly $5.3 million by the end of Fiscal Year 2012.

Eliminating the five percent reimbursement to the General Fund for CPD administration services and subtracting General Fund parking meter and Community Parking District related operating costs from the total parking meter revenues prior to calculating the 45 percent CPD allocation will result in a net savings to the General Fund of $865,747[8] annually. Although CPD's will absorb 45 percent of parking meter operational expenses, the net CPD allocation will increase by nearly $2.9 million in Fiscal Year 2010 due to the increase in parking meter revenue (TABLE 7).

[8] Includes FY2010 CPD share (45%) of new costs associated with recommended actions.

Fiscal Summary: Community Parking Districts Allocation	Table 7
	Increase/decrease in FY2010 allocation
Elimination of 5% CPD Administration Services	$113,000
Sharing Parking Meter Operations Expenses	($865,747)
CPD Share of Additional Parking Meter Revenue	$3,703,918
Net Increase in CPD Allocation	**$2,951,171**

The General Fund savings will be partially offset by additional annual expenditures of $650,000 to fund the City's 55 percent share of costs to replace existing parking meters with new high-tech meters. These new meters will be solar powered, accept credit card payment, provide real-time wireless access to parking meter data, are necessary to avoid additional coin collection costs associated with the projected increases in parking meter revenue, and will allow for reductions in Parking Meter Operations staffing beginning in Fiscal Year 2011 and 2012. In fact, once all meters have credit, debit and pre-paid parking card capability, coin payment could be eliminated allowing for further cost reductions.

PREVIOUS COUNCIL and/or COMMITTEE ACTION:
In June 2003, the City Council asked the City Manager to form a Parking Task Force to make recommendations on various parking-related issues. The Parking Task Force recommended the creation of a downtown working group which carried out the Pilot. A final set of Parking Task Force recommendations were brought forth in September 2004 in Manager's Report No. 04-214. The City Council passed Resolution R-299867 (November 22, 2004), Ordinance Number O-19343 (December 7, 2004), Ordinance Number O-19493 (May 19, 2006), and Ordinance Number O-19675 (November 15, 2007) which established the Downtown Pilot Program, granted the City Manager the authority to vary the time limits and meter rates for the Pilot program within the test areas identified in the DPMG Report #1 (East Village, Marina, Cortez, and Little Italy), and set the term of the Pilot from November 22, 2004 through April 30, 2009. The Land Use & Housing Committee heard this item on March 11, 2009 and approved forwarding it to the full City Council and requested that the report also be sent to the Community Planning Chairs.

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS:
City staff provided information on the proposed changes for Parking Meter Utilization Improvement to the Dowtown, Uptown, and Mid-City parking groups for the Community Parking Districts during December 2008 and January 2009. All of the groups approved the recommendations. Also, in January 2009, the Parking Advisory Board, with citywide representation from the Council Districts, the BID Council, the Community Planing Committee, and the Community Parking Districts, approved the Parking Meter Utilization Improvement changes.

The Pilot results and similar recommendations (as set forth in DPMG Report #4) were formally submitted to Mayor Jerry Sanders and Councilmember Kevin Faulconer in June of 2007 (see

Attachment 2). During July 2007 the Centre City Development Corporation, acting as the Parking Advisory Board for the Downtown Community Parking District, approved the recommendations by the DPMG (see Attachment 3). In August 2007, the Mayor's Parking Advisory Board approved the recommendations.

The DPMG represents community stakeholders from the Downtown Residents Group, Cortez Residents, Gaslamp Quarter Association, Downtown San Diego Partnership, Centre City Advisory Committee, San Diego Padres, Little Italy, East Village, and the Centre City Development Corporation. The monthly meetings of the DPMG are open to the public and attended by City staff and interested community members. During the Pilot, City staff also initiated a public outreach program to inform the public of the new approaches to on-street parking taking place in the downtown area.

KEY STAKEHOLDERS AND PROJECTED IMPACTS:

The key stakeholders are the business owners, property owners, and residents in Downtown, Mid-City, and Uptown. There are just a few meters in other areas such as Mission Bay and Logan Heights. Within Downtown, the key stakeholders for the Pilot are the Downtown Residents Group, Cortez Residents, Gaslamp Quarter Association, Downtown San Diego Partnership, Centre City Advisory Committee, San Diego Padres, Little Italy, East Village, and the Centre City Development Corporation. Other stakeholders who may be impacted by changes in staff support, and enforcement technologies and strategies, include the business owners, property owners, and residents in the other Community Parking Districts of La Jolla, Old Town, and Pacific Beach, as well as the rest of the City.

William Anderson
CP&CI Department Director

Jay M. Goldstone
Chief Operating Officer

Attachments:

1. Final Report - Downtown Multi-space Parking Pay Station Pilot Project; prepared by The Office of the City Treasurer Revenue Collections Division for the Downtown Parking Management Group dated April 4, 2007
2. Report #4; Prepared by the Downtown Parking Management Group and submitted to Mayor Jerry Sanders and Councilmember Kevin Faulconer on June 30, 2007
3. Downtown Community Parking District Advisory Board (Centre City Development Corporation); Approval of the Downtown Parking Management Group, Report #4 dated July 19, 2007

Report to City Council – Attachment 1

Date: February 17, 2009
Subject: Parking Meter Utilization Improvement

Final Report - Downtown Multi-space Parking Pay Station Pilot Project; prepared by The Office of the City Treasurer Revenue Collections Division for the Downtown Parking Management Group dated April 4, 2007

000089

THE CITY OF SAN DIEGO

Report to the Downtown Parking Management Group

DATE ISSUED: April 4, 2007

ATTENTION: Downtown Parking Management Group
Agenda of April 5, 2007

SUBJECT: Final Report - Downtown Multi-space Parking Pay Station Pilot Project

SUMMARY
THIS IS AN INFORMATIONAL ITEM ONLY. NO ACTION IS REQUIRED ON THE PART OF THE COMMITTEE.

BACKGROUND

A nine-month pilot project was undertaken by the City and Downtown Community Parking District to evaluate multi-space parking meter technology in a production environment and determine its suitability for broader use within the City. This technology has the potential to increase occupancy and turnover of parking spaces, provide more complete and timely information and statistics, increase parking meter revenue, and provide greater flexibility and control of parking meter rates. The technology also provides a broader range of payment options including credit cards and one of many important components necessary to maximize overall parking utilization.

Through a competitive procurement process, Cale was selected as the multi-space parking meter vendor for this pilot project. The City has the option to extend the Cale contract to purchase additional multi-space parking meters for up to four (4) years following the pilot project period.

Before implementation, City staff and key stakeholders identified and selected various criteria to evaluate the success or failure of this pilot project (Attachment 1). Baseline data for existing parking meters at these locations was compiled in preparation for later comparison with data gathered during the pilot project period.

On June 5, 2006, 50 Cale Multi-space Pay Stations were put into service at various Downtown locations within the predetermined pilot project area. The Cale pay stations replaced 309 POM single-head parking meters previously installed at these locations. This milestone marked the completion of the implementation phase of the project and beginning of the evaluation phase.

All multi-space pay stations were installed in a *Pay & Display* mode. In this configuration, customers are provided a printed receipt that must then be displayed on the dash of their car showing proof of payment of the posted parking rate.

During the evaluation phase, interim reports detailing the progress of the project were issued by City staff to the DPMG as follows:

Report Date	Report Period	Date Submitted to DPMG
10/4/2006	06/05/2006-09/05/2006	10/04/2006
01/31/2007	06/05/2006-01/05/2007	02/01/2007

DISCUSSION

The purpose of this final report is to summarize data and provide recommendations related to lessons learned during the Multi-space Parking Pay Station Pilot Project.

COST

Installation, maintenance and collection costs for the new technology were tracked and compared with costs for conventional single-head meters.

Service	Cost per Metered Space[1] ($)		
	Single Head	Multi-space	Difference
New meter/pay station	$487	$1,260	$773
Installation	$257	$28	-$229
New meter/pay station with installation	$744	$1,288	$544
Removal	$213	$8	-$205
Monthly cost of meter maintenance	$5	$15[2]	$10

ENFORCEMENT

Injury reports, citation issuance and revenue, and enforcement officer time during the pilot project evaluation phase were tracked and compared to prior single head parking meter related data.

Injury reports

No significant injuries were recorded during the project evaluation phase. One minor injury report was filed for a strained calf resulting from jumping up to see a receipt in a taller vehicle. Parking Enforcement Officers (PEOs) also commented that reading pay station receipts on taller vehicle dashes could cause some neck strain.

[1] Using the pilot project ratio of 6.20 metered parking spaces per multi-space pay station.
[2] Increase in monthly maintenance costs is attributed to higher costs of supplies, materials and labor costs associated with two hour response time. Supplies and materials comprise 75.8% ($70.55) of the costs; labor accounts for 24.2% ($22.52).

Parking Citations

There was a significant decline in the number of parking citations issued for parking meter related violations in blocks where multi-space pay stations were installed.

Parking Citations	Single Head 6/5/05 – 1/5/06	Multi-space 6/5/06 – 1/5/07	Difference (%)
Number issued	2,984	2,325	-22.1 %
Revenue generated to date[3]	$97,206	$62,802	-35.4 %

Although the data compiled neither supports nor negates the theory, it is possible that the reduction in parking citation issuance results from an increase in compliance. It is reasonable to assume that, without the option to pay by credit card, some customers with limited coins available to "feed" the meter may risk a citation rather than taking the time to obtain sufficient change. With the option to pay by credit card, the same customers may use their credit card and pay the full amount necessary rather than risking a citation. In addition, customers paying by credit card are more likely to pay for the maximum time allowed in case of any unexpected occurrence which could delay the return to their vehicle.

Time per block to enforce

The reduction in parking citation issuance may also be attributable to the additional time and effort necessary to enforce in a *Pay & Display* environment.

Enforcement	Single Head	Multi-space
Estimated PEO time to enforce one block face	30 second	15-20 minutes

Due to the low number of multi-space pay stations compared to single head meters located in the Downtown area, Parking Enforcement staff did not make widespread changes to their existing enforcement tactics. While doing so may be beneficial in a primarily multi-space *Pay & Display* environment, it is likely that additional enforcement staff and resources will be required to maintain optimum enforcement levels in *Pay & Display* configured zones.

It is clear that more enforcement staff time and resources are required to enforce meter related violations in a *Pay & Display* environment. In single head metered zones, officers remain in their vehicle generally shielded from public contacts. In *Pay & Display* zones, officers must leave their vehicle to walk each block face making them more available to public contacts which can frequently take them away from their enforcement related duties.

[3] When comparing revenues from year-to-year it is expected that revenues generated from last year's citations will be greater than corresponding periods in the current year. Maximum revenue collection rates are not experienced until 18-24 months after the citation is issued.

Parking Enforcement staff surveyed several cities that currently use Cale multi-space *Pay & Display* pay stations (Attachment 2). Many of the surveyed cities reported that they experienced similar enforcement issues:

- Incorrectly displaying receipts (upside down, overturned)
- Difficulty viewing receipts on oversized vehicles
- Purchasing a second receipt for additional time immediately after purchasing initial time

Enforcement officers in most of these cities currently walk or bicycle when enforcing multi-space *Pay & Display* beats. During the evaluation phase, City staff used prior single head meter enforcement methods which did not include dedicated walking or bicycle beats to enforce in the pilot project area.

Other enforcement issues

After consultation with the City Attorney's staff, staff discontinued using San Diego Municipal Code (SDMC) Section 86.14, Expired Meter, to cite vehicles parked in *Pay & Display* zones without a receipt displayed. It was determined that a driver is not in violation of this section, in its current form, when the receipt is not properly displayed. However, vehicles are subsequently being cited for violation of SDMC Section 86.09(e), Violation of Signs, as a result of the driver's failure to obey the "Display" requirement of the *Pay & Display* zone signage.

The following additional project related issues contributed to the increased time and effort necessary to enforce in the pilot project area:

- Using pay station receipts in single head metered locations
- Using pay station receipts purchased at one rate in block faces with a different rate

However, these issues result primarily from inconsistencies between the new technology and the current municipal code. City staff has identified ten (10) sections in the Municipal Code for review and is currently drafting changes to those sections to resolve these issues.

OPERATIONS

Data on collection time, equipment reliability, parking meter revenue, parking space usage and turnover, and parking supply was compiled for the multi-space pay stations and compared to similar data from single head parking meters.

Parking meter revenue and equipment reliability

The multi-space pay stations proved more reliable, required fewer collection resources, and produced more revenue than single head meters at the same locations.

Parking Meter/Pay Station	Single Head 6/23/05 – 12/23/05[4]	Multi-space 6/23/06 – 12/23/06[4]	Difference (%)
Collection time per meter	15.5 hours/wk (1 min./meter)	4.2 hours/wk (10 min./meter)	-72.9%
Parking meter malfunctions	147	141	-4.1%
Parking meter revenue	$175,503	$218,368	24.4%

City staff maintained a two (2) hour response time on all multi-space pay station repairs to minimize downtime and its negative impacts. The collection time reported for multi-space pay stations includes the use of two-person teams required for safe collection of multi-space pay station coin vaults. Single-person collection teams are used single head meter collections. During the project five (5) underutilized pay stations were relocated within the pilot project area.

Programming and Reporting Capabilities

Multi-space parking pay stations can be monitored, programmed, and controlled remotely by a central computer. Varying parking rates and time limits and other parking restrictions such as special event parking prohibitions can be changed from the central computer eliminating the need to individually program meters on-site and allowing staff to monitor and control services from a remote location.

Multi-space parking pay stations also accept payment by credit card which encourages the use of public parking on street segments with longer time limits where a large amount of coins would be needed. In addition, pay stations are capable of imposing different parking rates and time limits during different hours or days of the week providing greater flexibility in implementing parking regulations. This feature is currently being employed in the Core Columbia and Marina neighborhoods of the Pilot Area, where parking rates and time limits on Saturdays are different from those on weekdays.

The multi-space parking pay stations store each transaction executed allowing the central computer to create reports and graphical statistics showing revenue, maintenance activities, and alarms. The stored information can be exported in various formats for presentation or subsequent processing. It may also be possible to extract parking occupancy and duration information for street segments making this data available to planners and engineers when evaluating parking related changes and improvements. The pay stations also report malfunctions

[4] The period was selected to align multi-space periods with prior year single head meter audits ensuring an accurate comparison of multi-space and single head meter data.

directly on the machine display as well as by transmitting alert/alarm messages to the central computer and maintenance staff ensuring quick repair and minimal downtime.

Parking Occupancy, Duration and Turnover

Initial and final studies were conducted before and after the installation of the multi-space parking pay stations. Summaries of the 'before' and 'after' studies are shown in Attachments 3 and 4. The studies were conducted individually for each block, where multi-space parking pay stations were installed. Depending on where they fall, the individual blocks are grouped under each neighborhood in the Downtown Pilot Area. Attachments 3 and 4 show the parking occupancy, duration and turnover for each individual block. Overall, the results reveal that the average occupancy for each neighborhood, except the Ball Park and Core Columbia, has increased after installation of the multi-space parking pay stations as shown in Attachment 5.

Attachment 6 shows the average occupancies for each neighborhood before and after the installation of the multi-space parking pay stations. Certain East Village blocks (highlighted in Attachment 6) had a remarkable increase in occupancy. However, the increase in these blocks can be attributed to the removal of paid parking in these blocks during the pilot and the implementation of a 4-hour time limit. Since the increase in occupancy at these locations is attributed to factors other than the installation of multi-space parking pay stations, their occupancy values were not considered in determining average occupancies for those particular neighborhoods.

Other locations in Ball Park, Marina 1, and Core Columbia experienced a substantial decrease in parking occupancy. This is attributable to the fact that there were no time limits or parking meters prior to the installation of the multi-space parking pay stations at these locations (highlighted in Attachment 6). Installing parking meters and implementing a parking time limit at these locations could explain the large decrease in occupancy. Similarly, since the decrease of occupancy at these locations is attributed to factors other than the installation of multi-space parking pay stations, their occupancy values were not considered in determining average occupancies for those particular neighborhoods.

Despite adjusting for other factors potentially affecting occupancy levels, Ball Park and Core Columbia still experienced a decrease in average occupancy while other neighborhoods saw an increase. This may be attributed to seasonal variations, which typically affect parking patterns. The multi-space parking pay station pilot period did not cover an entire year. This precluded conducting studies during the same time of the year before and after installation of the multi-space machines. The initial study was conducted in June during warmer temperature and an on-going baseball season, as well as other summer events at the Convention Center and the surrounding area which is visited by tourists during this time of the year. The final study was conducted in January, which likely resulted in seasonal variations in the parking occupancy results.

Parking Supply

A study was conducted to determine the impact on the parking supply resulting from removing parking space markings (parking T's) adjacent to the new technology multi-space parking pay stations. City parking spaces are generally installed with a length of 22-24 feet at single head parking meter locations in order to accommodate most passenger vehicles. Operationally, delineated parking spaces are not required in *Pay & Display* multi-space pay station zones.

The study found that all, but three block faces, had parking T's in place adjacent to the new technology parking pay stations. A field evaluation was conducted on these three block faces and summarized below are the locations and the number of parking spaces with and without parking T's:

Location	**Spaces without Parking T's**	**Spaces with Parking T's**
'J' Street (10th Avenue – 11th Avenue) North Side	6	5
2nd Avenue (Island Avenue – 'J' Street) West Side	6	5
'F' Street (Park Boulevard – 13th Street) North Side	7	6

Based on the evaluation of these three blocks, the removal of parking T's would result in an increase in parking supply of approximately 19%. Implementing the *Pay & Display* pay stations on a large scale without delineated spaces or Parking "T"s will result in a significant increase in parking spaces. In addition, marked parking T's require frequent maintenance and their absence may reduce the associated maintenance burden the City currently bears.

However, the fact that removing parking "T"s will eliminate the City's ability to impound vehicles for parking too close and prohibiting other vehicles from exiting a parking space should also be considered. State law requires a vehicle to be parked illegally, in this case across a stall marking, to remove it for blocking another vehicle.

Sidewalk Access and Aesthetics

A single multi-space pay station replaces an average of just over six single head parking meters. This removes obstacles and greatly reduces sidewalk clutter facilitating pedestrian access and movement and improving the overall look of the street. It also provides for opportunities to place landscaping and other street furniture by freeing up space on the sidewalk.

PUBLIC ACCEPTANCE

With the assistance of key stakeholders like the DPMG and CCDC, information was collected to evaluate overall public acceptance of the new technology. The information such as the number of meter service requests and complaints, number of citation appeals, and anecdotal information from businesses and users of downtown parking was compared. In addition, a customer survey was developed to gain public and customer input.

Customer Survey

Customer surveys were developed in two different formats to target specific types of customers (Attachment 7 and 8). One format to survey users of the technology and a second intended to gather input from other stakeholders including downtown residents, businesses, and downtown parking users. Surveys collected user/stakeholder opinions on the convenience, ease of use, advantages, disadvantages, and aesthetics of the new parking pay stations. Users were surveyed on-site at various locations throughout the pilot project area in January 2007. The stakeholder survey was posted on the CCDC website and invitations to participate in the survey were sent via email to identified stakeholders.

Survey Question	Percentage of Positive Responses	
	User	Stakeholder (online)
Prefer New to Old?	79%	50%
Signage Adequate?	80%	- -
Signage Clear and Understandable?	92%	- -
Easy to Locate Pay Stations?	89%	- -
Reasonable Distance?	87%	- -
Easy to Use?	82%	- -
Credit Card Option Beneficial?	85%	83%
Improved Overall Look of Street?	70%	69%
Conveniently Located?	- -	64%
Noticed Any Problems? (No)	- -	64%
Benefited from Installation	- -	36%
No. of Respondents	61	36

A complete summary of the survey responses and comments is attached (Attachment 9, 10, and 11). While the user survey responses were more positive than the stakeholder survey responses, the responses from both groups were overwhelmingly favorable. In addition, respondents provided a variety of comments. The most common survey comments received are summarized below:

- Instructions should offer Spanish as an option
- Looks better than single head meters
- Credit card option convenient if you don't have change
- Needs to be implemented citywide
- Doesn't refund your pre-paid debit card for unused amount
- New meters should take dollar bills
- Proximity of pay station is key
- Inconvenient to walk back to car to post ticket
- Need better and more signs pointing to location of meter
- Can be misleading and confusing; people think they can park for free

- Difficult to use
- Hourly rate is too high
- Credit card feature did not work

Number of Complaints and Number of Positive Comments

To date, just two (2) complaints and one (1) contact which included both positive and negative comments have been received specific to the new multi-space pay stations. The following comments pertaining to the new technology were communicated:

- Lack of available parking for residents because of high occupancy levels (*700 block of Kettner Blvd)*
- New meters do not refund unused time on pre-paid parking meter cards
- Multi-space meters are an aesthetic improvement and presumably a cost effective option
- Pay station would not accept coins

Parking Enforcement staff reported receiving the following comments from citizens regarding the multi-space pay stations:

- Cannot locate where to pay
- Signs are inadequate or not visible
- When single-head meter not seen, assume parking is free
- Pay station does not give the maximum time allowed when using a credit card (Maintenance issue)
- New technology is confusing, especially for foreign visitors and tourists
- Pay stations do not always accept all methods of payment (Maintenance issue)

Requests for Appeal

Thirty-four appeal requests for citations associated with multi-space pay stations have been received to date.

Parking Citation Appeals	No. Requested	No. Upheld	No. Dismissed
Appeals	34	31	3
Administrative Hearings	9	2	3
Court Hearings	0	0	0

The 0.03 % rate of dismissal for the multi-space pay station related citations is significantly lower than the 1.9% average parking citation dismissal rate calculated for all citations issued during Fiscal Year 2006.

OTHER ISSUES

Other key issues impacting or resulting from this project which have been identified and either resolved or remain outstanding include the following:

Americans with Disabilities Act (ADA) Compliance

After the implementation of the project, it was determined that the Cale multi-space pay stations were not compliance with City, State, and or Federal ADA requirements. Cale agreed to lower the meters 1.5 inches at their expense to resolve the problem. In addition, agreement was reached on the appropriate ADA standard to be used for any subsequent installation of the multi-space technology. Cale and City staff completed the work on October 1, 2006, and the issue is resolved.

Credit Card Reconciliation

Initially, there was difficulty reconciling credit card deposits to multi-space pay station source transactions. Cale worked diligently with staff to resolve the issue. City staff also conferred with staff from the City of Portland, Oregon who currently have 200 Cale meters installed. Portland was not experiencing the same reconciliation problems. However, they were using real-time authorization for their credit card transactions. In January, Cale reconfigured the pay stations for real-time credit card authorization. There are still occasional discrepancies. However, these minor discrepancies are not material and Cale continues to work diligently to satisfy our needs in this area.

Pay & Display vs. *Pay by Space*

Although the Downtown Community Parking District has made a commitment to the *Pay & Display* model, this configuration does require greater enforcement resources than the alternative *Pay by Space* model. In addition, the *Pay & Display* model precludes the use of some new enforcement and customer service related technologies that may become available in the near future. As such, the option for *Pay by Space* configuration should not be excluded. Both configurations have their own strengths and weaknesses and may perform better in a given application. A more comprehensive comparison of the relevant strengths and weaknesses should be compiled to assist in planning for subsequent implementations.

CONCLUSION

The new multi-space parking pay stations performed well over the duration of the pilot period. While initial procurement and monthly communication and maintenance costs are higher than single head meters, these additional costs are offset over time by significantly lower coin collection and data gathering costs coupled with resulting parking meter revenue increases. The equipment is reliable and the vendor provided excellent service and support throughout the pilot period.

The volume of parking citations issued and resulting citation revenues decreased. Some of the reduction is attributable to Municipal Code discrepancies, the short term impracticality of modifying existing enforcement methods, and increased compliance with parking regulations due to the credit card payment option. However, enforcing parking meter related violations in a *Pay & Display* environment will likely require additional enforcement staff and resources to maintain optimal enforcement levels for all violations. Multi-space parking pay station related parking citation dismissal rates were significantly lower than the average rate calculated prior to the pilot project.

The multi-space parking pay stations clearly improved overall parking space occupancy, duration, and turnover. The ability to accept payment by credit card and impose different rates for different hours and days are essential tools to maximize the impact and leverage the use of varied rates and time restriction. The use of multi-space parking pay stations reduced the number of obstacles on the sidewalk and improved overall street aesthetics. It was also confirmed that, with *Pay & Display* pay stations, parking stall delineations could be removed to further increase the parking supply. It is reasonable to conclude that removing parking "T"s on a wide scale will further increase parking meter revenue and reduce street maintenance costs.

Overall feedback from users of the multi-space parking pay stations was highly favorable. Feedback from other Downtown stakeholders was less upbeat but still positive. Most important, survey respondents overwhelmingly preferred the new multi-space pay stations over single head parking meters. Users readily adapted and accepted the new technology with minimal complaints.

The multi-space parking pay stations are both a reliable and cost effective alternative for metered parking zones. The technology provides a variety of significant benefits over single head parking meter equipment with minimal challenges and is better suited to support both current and future needs related to the effective management of the City's parking resources.

Respectfully Submitted,

Michael Vogl
Revenue Collections Manager

000100

EVALUATION FOR MULTI-SPACE METERS
May 17, 2006

This is the data we will be collecting as the baseline before we go-live with the new Multi-space meters on June 5th. We will be collecting the same data after the new meters are installed as evaluation criteria for success. There are four different time frames methods. They should be collected using the same method after go-live for comparison. These are:

a) One time cost/revenue
b) 9month period/ Biweekly data per block face
c) One time 9 month period per beat (before and after pilot)
d) 9 month period/Biweekly data per block (both sides - not face)

COST: *(Parking Management will collect baseline):* Installation and maintenance, and collection. We will compare the cost of installing and maintaining, and collecting the new devices versus the cost of installing and maintaining conventional single head parking meters.

Factors	Method
Cost per single space meter	One time cost present meter and Multi after **(JOSE)**
Cost of installation	One time cost present meter and Multi after **(JOSE)**
Monthly Cost of meter maintenance	9month period/ Biweekly data per block face **(JOSE)**

ENFORCEMENT: (Parking Management will collect baseline): Issues related to the time that it takes to enforce the new devices versus the time that it takes to enforce conventional single head parking meters.

Factors	Method
Injury reports	One time 9 month period per beat (before and after pilot) **(ALINA)**
Number of citations issued and revenue	9 month period/Biweekly data per block (both sides-not ace) **(DAN DICKEL)**
Time per block to enforce meters	Two week special collection/per beat, before and after pilot **(ALINA)**

OPERATIONS: (Parking Management and Traffic Engineering will collect): We will evaluate the parking occupancy increase or decrease when compared to what we have now. Revenues from the different type of payment method separated (coins, bills, cards, credit cards, etc.) We will also evaluate the increase in parking supply.

Factors	Method
Collection time per meter	9 month period/Biweekly data per block face **(JOSE)**
Number of malfunctions	9 month period/Biweekly data per block face **(JOSE)**
Pilot area meter revenue	*One time 9month period revenue before and after pilot* **(JOSE)**
Usage per meter/space	Part of Duration study **(TRAFFIC ENG.)**
Parking Turn Over/space (parking supply)	Part of Duration study **(TRAFFIC ENG.)**

PUBLIC ACCEPTANCE: We could track the number of meter service requests/complaints. This is the area where we need CCDC and the DPMG to assist us. We will need anecdotal information from businesses and users of on street parking downtown, and if there are funds available, potentially a survey during a public education campaign.

Factors	Method
Number of Complaints	Collected by Traffic Eng from different sources**(TRAFFIC ENG.)**
Review factors to be included in a survey	Collected by Traffic Eng from different sources**(TRAFFIC ENG.)**
Number of Positive Comments	Collected by Traffic Eng from different sources**(TRAFFIC ENG.)**
Public Acceptance	*PIO will send Outreach documentation* **(PIO)**

SURVEY OF CITIES WITH CALE PAY AND DISPLAY METERS BY

After speaking with Parking Enforcement Supervisors at other Parking Enforcement agencies that use the Cale Multi-Space Pay and Display meters, I have found they have experienced many of the same enforcement problems and difficulties that we have.

Enforcement difficulties:

- malfunctioning meters
- not accepting every type of payment (bills, coins, credit cards)
- vandalized (glued slots, broken into for money)
- receipts wrongfully displayed (none, upside down, covered, folded, wrong location)
- inability to see receipts in oversized vehicles (tractor-trailers, raised vehicles)
- large vehicles using two or more spaces

Cities and Parking Enforcement Supervisors

Boston MA
Irene Rizzo (617) 635-3125

Portland OR
Mark Freedman (503) 832-1209

Berkley CA
Marla Clark (510) 981-5890

Baltimore MD
Gail Desch (443) 573-2800

Pittsburgh PA
Nancy Coleman (412) 255-2800

These cities have been using the Cale Pay and Display meters for minimum of at least two years. As stated, they all have experienced the same difficulties and problems we have.

Following are some details of their enforcement:

- All use the displayed on the dash receipt. The exception is Portland, who uses a receipt that sticks to the passenger side window.

- All enforce the Cale metered area by walking their beat, except Portland's officers who walk or ride bikes.

- All have the same city-wide parking rate. The public is able to park in any metered area, even at single space meters. Receipts must be properly displayed, and time zones are enforced.

- If someone decides to purchase another receipt shortly after the first receipt, the officer must calculate and add the time. Times zones are enforced.

- Vehicles are cited for receipts not being properly displayed, as per the instruction on the receipts and meter.

- The cities judicial systems are upholding the citations. Officers must note how the receipt was displayed and include the receipt serial number or as and as much of the information as possible.

- When no receipt is displayed, the vehicle is cited. Pittsburgh has the photo capability on their hand held computers.

- Portland was the only city with stall makings, and they are going to be removed. The belief is more room for parking. Only one receipt is needed for any size vehicle, including a trailer. For tall vehicles, the officer must see if it is displayed. Portland does not have that problem we do, because the receipts are affixed to the passenger side window.

PARKING DURATION STUDY

ATTACHMENT 3

(Based on 60-minute check intervals, 6/1/2006)

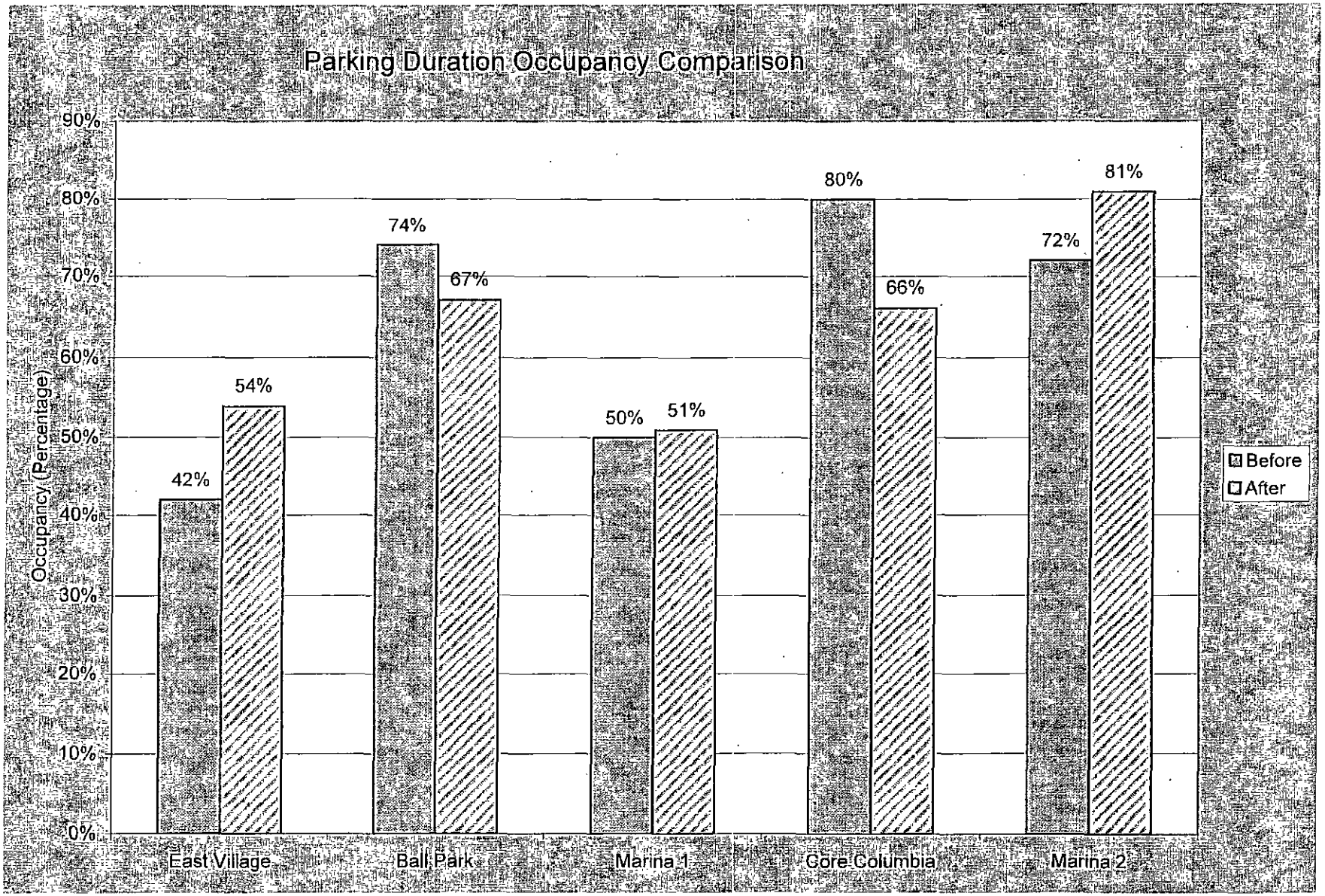
Location Street	Block		(%) Occupancy	(Hrs) Duration	(Veh/space) Turnover
EAST VILLAGE					
'F' Street	s/s	15th to 16th	0.02	1.00	0.17
'F' Street	s/s	14th to 15th	0.18	2.44	0.75
'F' Street	s/s	13th to 14th	0.89	5.64	1.57
'F' Street	s/s	Park to 13th	0.37	1.86	2.00
'F' Street	s/s	11th to Park	0.12	1.00	1.20
'F' Street	s/s	10th to 11th	0.17	1.25	1.33
'F' Street	s/s	9th to 10th	0.62	2.67	2.33
13th Street	w/s	F to G	0.48	1.84	2.59
'F' Street	n/s	14th to 15th	0.01	1.00	0.05
'F' Street	n/s	13th to 14th	0.50	2.12	2.13
'F' Street	n/s	Park to 13th	0.11	1.00	1.00
'F' Street	n/s	11th to Park	0.42	3.80	1.00
'F' Street	n/s	10th to 11th	0.22	3.20	0.63
'F' Street	n/s	9th to 10th	0.75	1.69	4.00
BALL PARK					
'J' Street	n/s	10th to 11th	0.78	4.13	1.88
08th Ave	e/s	J to Island	0.58	1.32	4.40
'J' Street	s/s	06th to 07th	0.89	2.11	4.22
'J' Street	n/s	06th to 07th	1.00	2.86	3.50
MARINA 1					
02nd Avenue	w/s	Island to Market	0.57	2.03	2.82
02nd Avenue	e/s	Island to Market	0.43	1.38	3.08
02nd Avenue	e/s	island to J	0.51	2.31	2.21
02nd Avenue	w/s	Island to J	0.92	3.44	2.67
CORE COLUMBIA					
'F' Street	n/s	01st to Front	1.00	2.37	4.22
'F' Street	n/s	Front to Union	1.00	1.71	5.83
'F' Street	n/s	Union to State	1.00	2.94	3.40
State Street	e/s	F to E	0.92	2.52	3.67
Union Street	w/s	F to G	0.80	2.00	4.00
Union Street	w/s	G to Market	0.89	5.07	1.75
Union Street	e/s	G to Market	0.43	1.43	3.00
Market Street	n/s	Union to State	1.00	4.00	2.50
State Street	e/s	Market to G	0.92	4.58	2.00
State Street	e/s	F to G	0.65	2.05	3.17
Market Street	n/s	Front to Union	0.79	2.17	3.63
Front Street	w/s	G to Market	0.80	2.21	3.63
'G' Street	s/s	State to Union	0.96	4.10	2.33
'G' Street	s/s	Union to Front	0.76	1.81	4.20
'G' Street	n/s	Front to 01st	0.84	1.83	4.60
'G' Street	n/s	Front to Union	0.82	2.23	3.67
'G' Street	n/s	Union to State	0.50	1.60	3.13
MARINA 2					
Kettner Boulevard	e/s	G to F	0.91	6.41	1.42
Kettner Boulevard	w/s	G to F	0.89	5.17	1.71
Pacific Highway	e/s	G to F	0.69	3.44	2.00
'F' Street	n/s	Kettner to Pacific Hwy	0.39	2.60	1.50

PARKING DURATION STUDY

ATTACHMENT 4

(Based on 60-minute check intervals, 1/17/2007)

Location Street	Block		(%) Occupancy	(Hrs) Duration	(Veh/space) Turnover
EAST VILLAGE					
'F' Street	s/s	15th to 16th	0.45	2.45	1.83
'F' Street	s/s	14th to 15th	0.85	4.25	2.00
'F' Street	s/s	13th to 14th	0.83	5.80	1.43
'F' Street	s/s	Park to 13th	0.63	2.44	2.57
'F' Street	s/s	11th to Park	0.44	1.47	3.00
'F' Street	s/s	10th to 11th	0.73	2.44	3.00
'F' Street	s/s	9th to 10th	0.63	3.17	2.00
13th Street	w/s	F to G	0.69	3.29	2.09
'F' Street	n/s	14th to 15th	0.64	4.48	1.42
'F' Street	n/s	13th to 14th	0.49	4.88	1.00
'F' Street	n/s	Park to 13th	0.29	2.09	1.38
'F' Street	n/s	11th to Park	0.40	2.00	2.00
'F' Street	n/s	10th to 11th	0.26	2.33	1.13
'F' Street	n/s	9th to 10th	0.59	2.76	2.13
BALL PARK					
'J' Street	n/s	10th to 11th	0.56	2.29	2.43
08th Ave	e/s	J to Island	0.66	1.61	4.13
'J' Street	s/s	06th to 07th	0.67	1.54	4.33
'J' Street	n/s	06th to 07th	0.79	2.22	3.56
MARINA 1					
02nd Avenue	w/s	Island to Market	0.45	2.33	1.91
02nd Avenue	e/s	Island to Market	0.57	2.06	2.75
02nd Avenue	e/s	island to J	0.52	2.50	2.11
02nd Avenue	w/s	Island to J	0.31	2.07	1.50
CORE COLUMBIA					
'F' Street	n/s	01st to Front	0.96	2.65	3.64
'F' Street	n/s	Front to Union	0.94	2.06	4.57
'F' Street	n/s	Union to State	0.75	1.82	4.13
State Street	e/s	F to E	0.66	2.12	3.09
Union Street	w/s	F to G	0.74	1.76	4.20
Union Street	w/s	G to Market	0.42	1.75	2.40
Union Street	e/s	G to Market	0.52	1.53	3.40
Market Street	n/s	Union to State	0.45	1.89	2.38
State Street	e/s	Market to G	0.27	1.59	1.70
State Street	e/s	F to G	0.52	1.94	2.67
Market Street	n/s	Front to Union	0.56	1.67	3.38
Front Street	w/s	G to Market	0.58	1.88	3.09
'G' Street	s/s	State to Union	0.36	1.53	2.38
'G' Street	s/s	Union to Front	0.78	2.04	3.83
'G' Street	n/s	Front to 01st	0.70	1.48	4.71
'G' Street	n/s	Front to Union	0.69	2.18	3.14
'G' Street	n/s	Union to State	0.41	1.61	2.57
MARINA 2					
Kettner Boulevard	e/s	G to F	0.84	6.31	1.33
Kettner Boulevard	w/s	G to F	0.81	7.22	1.13
Pacific Highway	e/s	G to F	0.73	4.13	1.78
'F' Street	n/s	Kettner to Pacific Hwy	0.87	4.83	1.80


Parking Duration Occupancy Comparison
Occupancy (Percentage)
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
42%
54%
74%
67%
50%
51%
80%
66%
72%
81%
East Village
Ball Park
Marina 1
Gore Columbia
Marina 2
Before
After

PARKING DURATION OCCUPANCY COMPARISON

ATTACHMENT 6

(Based on 60-minute check intervals)

Street	Block		'Before' Occupancy	'After' Occupancy
EAST VILLAGE				
'F' Street	s/s	15th to 16th	0.02*	0.45*
'F' Street	s/s	14th to 15th	0.18*	0.85*
'F' Street	s/s	13th to 14th	0.89	0.83
'F' Street	s/s	Park to 13th	0.37	0.63
'F' Street	s/s	11th to Park	0.12	0.44
'F' Street	s/s	10th to 11th	0.17	0.73
'F' Street	s/s	9th to 10th	0.62	0.63
'F' Street	w/s	F to G	0.48	0.69
'F' Street	n/s	14th to 15th	0.01*	0.64*
'F' Street	n/s	13th to 14th	0.50	0.49
'F' Street	n/s	Park to 13th	0.11	0.29
'F' Street	n/s	11th to Park	0.42	0.40
'F' Street	n/s	10th to 11th	0.22	0.26
'F' Street	n/s	9th to 10th	0.75	0.59
		Average	**0.42**	**0.54**
BALL PARK				
'J' Street	n/s	10th to 11th	0.78*	0.56*
08th Avenue	e/s	J to Island	0.58	0.66
'J' Street	s/s	06th to 07th	0.89	0.67
'J' Street	n/s	06th to 07th	1.00*	0.79*
		Average	**0.74**	**0.67**
MARINA 1				
02nd Avenue	w/s	Island to Market	0.57	0.45
02nd Avenue	e/s	Island to Market	0.43	0.57
02nd Avenue	e/s	island to J	0.51	0.52
02nd Avenue	w/s	Island to J	0.92*	0.31*
		Average	**0.50**	**0.51**
CORE COLUMBIA				
'F' Street	n/s	01st to Front	1.00	0.96
'F' Street	n/s	Front to Union	1.00	0.94
'F' Street	n/s	Union to State	1.00	0.75
State Street	e/s	F to E	0.92	0.66
Union Street	w/s	F to G	0.80	0.74
Union Street	w/s	G to Market	0.89	0.42
Union Street	e/s	G to Market	0.43	0.52
Market Street	n/s	Union to State	1.00*	0.45*
State Street	e/s	Market to G	0.92*	0.27*
State Street	e/s	F to G	0.65	0.52
Market Street	n/s	Front to Union	0.79	0.56
Front Street	w/s	G to Market	0.80	0.58
'G' Street	s/s	State to Union	0.96*	0.36*
'G' Street	s/s	Union to Front	0.76	0.78
'G' Street	n/s	Front to 01st	0.84	0.70
'G' Street	n/s	Front to Union	0.82	0.69
'G' Street	n/s	Union to State	0.50	0.41
		Average	**0.80**	**0.66**
MARINA 2				
Kettner Boulevard	e/s	G to F	0.91	0.84
Kettner Boulevard	w/s	G to F	0.89	0.81
Pacific Highway	e/s	G to F	0.69	0.73
'F' Street	n/s	Kettner to Pacific Hwy	0.39	0.87
		Average	**0.72**	**0.81**

* These occupancies were not included in calculating the average for each neighboorhod since the 'after' change to occupancy levels is attributed to factros other than the installation of the multi-space parking pay stations.

000107

ATTACHMENT 4

THE CITY OF SAN DIEGO

Centre City Development Corporation

PAY & DISPLAY PARKING USER SURVEY

Location: O Marina O Ballpark O East Village

Block Name & Number (Optional): _____

How often do you use the Pay & Display meters?

O Daily O Weekly O Monthly O Rarely

Do you prefer the Pay & Display meters to the single head meters?

O Yes O No

Was the signage along the block adequate in number and located properly?

O Yes O No

Were the messages displayed on the signage clear and easy to understand?

O Yes O No

Was it easy to locate the Pay & Display meter after you parked?

O Yes O No

Was the Pay & Display meter located within a reasonable distance to your vehicle?

O Yes O No

Did you find the Pay and Display meter easy to use?

O Yes O No

000108

Do you think the option of paying with a credit card is beneficial?

O Yes O No

Do you feel that replacing multiple single-space meters with one Pay & Display meter improves/detracts from the overall look of the street?

O Improves O Detracts O Neutral

Comments: _____

_____

_____

_____

Centre City Development Corporation

SEAR

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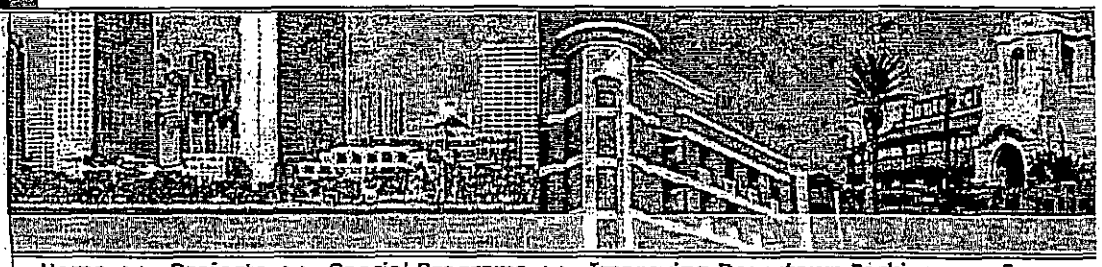

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PAY & DISPLAY PARKING SURVEY

As part of CCDC's comprehensive public outreach process, CCDC is conducting a survey to gather information about the Pay & Display parking meters. Please take a few minutes to answer the following questions:

1. Location:

○ Marina ○ Ballpark ○ East Village

2. Block Name & Number:

_____

3. How often do you, your customers/guests/employees use the Pay & Display meters?

○ Daily ○ Weekly ○ Monthly ○ Rarely ○ Unknown

Comments:

4. Do you feel that the Pay & Display meters are conveniently located?

○ Yes ○ No

Comments:

5. Do you feel that you, your customers/guests/employees benefit from being able to use a credit card at the Pay & Display meters?

○ Yes ○ No

Comments:

6. Do you, your customers/guests/employees prefer the Pay & Display to the single-space meters?

◯Yes ◯No

Comments:

7. Do you feel that replacing mulitple single-space meters with one Pay & Display meter improves/detracts from the overall look of the street?

◯Improves ◯Detracts ◯Neutral

Comments:

8. Have you noticed any problems with the Pay & Display meters?

◯Yes ◯No

Comments:

9. What advantages have you noticed to the Pay & Display meters?

10. What disadvantages have you noticed to the Pay & Display meters?

11. Have you benefited from the installation of the Pay & Display meters?

000111

◯Yes ◯No ◯Neutral

Comments:

12. Overall, what is your opinion of the Pay & Display meters?

Submit Survey

000112

New Technology Parking Survey
User Responses

Location:	Number	% of Total
Marina	33	54%
East Village	18	30%
Ballpark	10	16%
	61	100%

Frequency of Use:		
Daily	15	25%
Weekly	6	10%
Monthly	5	8%
Rarely	35	57%
	61	100%

Prefer New to Old:		
Yes	48	79%
No	12	20%
Neutral	1	2%
	61	100%

Signage Adequate:		
Yes	49	80%
No	12	20%
Neutral	0	0%
	61	100%

Signage Clear and East to Understand:		
Yes	56	92%
No	5	8%
Neutral	0	0%
	61	100%

Easy to Locate Meters:		
Yes	54	89%
No	7	11%
Neutral	0	0%
	61	100%

Reasonable Distance:		
Yes	53	87%
No	6	10%
Neutral	2	3%
	61	100%

Easy to Use:	Number	% of Total
Yes	50	82%
No	10	16%
Neutral	1	2%
	61	100%

Credit Card Beneficial:		
Yes	52	85%
No	6	10%
Neutral	3	5%
	61	100%

Overall Look of Street:		
Improves	43	70%
Detracts	0	0%
Neutral	15	25%
N/A	3	5%
	61	100%

000113

New Technology Parking Survey
Online Responses

Location:	**Number**	**% of Total**
Marina	20	56%
East Village	13	36%
Ballpark	3	8%
	36	100%

Freqeuncy of Use:		
Daily	10	28%
Weekly	11	31%
Monthly	1	3%
Rarely	12	33%
Unknown	2	6%
	36	100%

Conveniently Located:		
Yes	23	64%
No	11	31%
N/A	2	6%
	36	100%

Credit Cards Beneficial:		
Yes	30	83%
No	5	14%
N/A	1	3%
	36	100%

Prefer New to Old:		
Yes	18	50%
No	16	44%
N/A	2	6%
	36	100%

Overall Look of Street:		
Improves	25	69%
Detracts	3	8%
Neutral	8	22%
	36	100%

Noticed any Problems:		
Yes	12	33%
No	23	64%
N/A	1	3%
	36	100%

Benefited from Installation:		
Yes	13	36%
No	10	28%
Neutral	10	28%
N/A	3	8%
	36	100%

THE CITY OF SAN DIEGO

Centre City Development Corporation

User Parking Survey Comments:

- It should take dollar bills, doesn't make sense to put $1.00 or $2.00 on a credit card.
- Instructions should be in Spanish as well.
- "P" on meter was thought to stand for "Parking", it should spell out "Pay Station".
- Proximity is key.
- Refund with prepaid parking card would be helpful.
- Make supply of parking cards more reliable. Should be refunds.
- Cost too much. Don't like walking back to car to post ticket, especially if it's raining.
- Doesn't like that refund is not allowable on the pre-paid debit cards.
- Pre-paid debit cards don't refund unused amount.
- Would prefer to use single-head meters cause they're closer to work.
- The credit card feature did not work.
- Doesn't refund your pre-paid debit card amount.
- Marked parking spaces are needed to avoid confusion.
- Credit card feature did not work the first time. Prefers to pay small amounts with cash.
- Would like the machine to accept dollars. Prefer to park at a 4-hour meter if she plans to park for 2 hours to avoid getting a ticket.
- Machine wasn't working while being interviewed. Customer had to move to a different parking meter.
- Would rather park on the street, rather than pay $20+ at the Hyatt.
- "Espanol" button also offers other languages. Those languages offered should be listed.
- Credit card feature doesn't work often. Doesn't like walking to and from machine to post ticket in car.
- Need more signs pointing to the location of the meter.
- New meter is very misleading because some people think you can park for free.
- Meter doesn't take change well, usually has to insert coins twice. Meter doesn't like credit cards either.
- How much will it cost taxpayers to replace old meters with new?
- Instead of a "P" displayed on the meter, it should read "Parking Meter".

Report to City Council – Attachment 2

Date: February 17, 2009
Subject: Parking Meter Utilization Improvement

Report #4; Prepared by the Downtown Parking Management Group and submitted to Mayor Jerry Sanders and Councilmember Kevin Faulconer on June 30, 2007

DOWNTOWN PARKING MANAGEMENT GROUP

REPORT #4

Report on Action through April 2007

Report on actions of the Downtown Parking Management Group on the occasion of completing assessment of new technology meters.

April 30, 2007

Issued to: Councilmember Kevin Faulconer, Council District 2
Mayor Jerry Sanders, City of San Diego

Copy to: Board of Directors, Centre City Development Corporation
Nancy Graham, President – Centre City Development Corporation

Respectfully submitted,

John Cunningham, Chair
Downtown Parking Management Group
Date Submitted: June 30, 2007

Enclosure: (1) "Final Report – Downtown Multi-Space Parking Pay Station Pilot Project" From Revenue Collections Department – City Treasurers Department, City of San Diego dated April 4, 2007

Attachments: (1) List of Members
(2) Maps of Varied Time Rates Test Areas (Original Base)
(3) Maps of New Parking Meter Technology Test Areas (Original Base)
(4) Map of Location of 50 New Technology Parking Meters

SUMMARY

The Downtown Parking Management Group ("DPMG") has overseen the implementation of the initial recommendations for testing varied time limits and rates within designated test areas of downtown. City staff implemented these recommendations in accordance with San Diego City Ordinance O-19336, adopted 11/29/04 and Council Resolution R-299867, adopted 11/15/04. The initial trial of new hours and rates has resulted in increases of up to 300% in utilization in selected areas. The DPMG and City staff have identified several areas to install meters where curb cuts were eliminated, new buildings have been completed, bus stops too long, etc. These efforts have resulted in the installation of 699 additional meters. City parking meter revenues within the Centre City for the quarter ending in March, 2005, were $986,468.16 and in the quarter ended March, 2007 were $1,174,918: a 21% increase. The meters associated with the test area as of the quarter ending in March, 2005, collected $67,322.25, and as of the quarter ending in March, 2007, collected $127,537.60 in parking meter revenue; this represents an 89% increase in revenue. Based on this information, one can conclude that the DPMG efforts are adding to the total utilization of meters and not simply shifting users from one area to another. In addition to implementation of varied time limits and rates, CALE was selected as vendor for the New Parking Meter Technology; installation of 50 meters and evaluation of the Pilot Program are complete. A detailed evaluation is included in this report and in a separate report by City staff is included as Enclosure (1).

The DPMG has demonstrated parking behaviors can be changed, that parking space utilization can be improved, that the new parking meter technology enables more flexibility in managing parking; all without an excessive burden on users or a negative impact on overall revenue.

BACKGROUND

The City Manager's Parking Task Force identified that the current "one size fits all" parking program for the City was a less than optimal solution to parking impacts within different areas of the City. The recommendations of the Parking Task Force resulted in changes to the ordinances and resolutions regarding parking. City Council District 2 formed the Downtown Parking Management Group to begin implementation of some of the ideas from the Parking Task Force within the Centre City area/Downtown Community Parking District. The Centre City Development Corporation's Board of Directors acts as the Community Parking Advisory Board for the Downtown Community Parking District. In addition, the City initiated a Public Outreach Program to inform the public of the new parking meters.

The DPMG proceeded to initially examine the use of new parking meter technology in a pilot program for the Centre City. During the data review for the New Parking Meter Technology Pilot Program ("Pilot Program"), it was discovered that 54% of all of downtown's parking meters were used less than 40% of the time.

In the DPMG's Report #1, recommendations to increase utilization were suggested. These recommendations included test areas for a Pilot Program and test areas for

varying time limits and rates. The City Council passed San Diego City Ordinance O-19343, adopted 12/07/04 and Council Resolution R-299867, adopted 11/29/04, granting the City Manager authority to vary time limits and rates in four specific test areas as mapped in Report #1 (see attached Maps for test areas in the East Village, Marina, Cortez, and Little Italy Districts). The DPMG Reports #2 and #3 described incremental changes, identification of areas where previously installed meters had been removed and then replaced, and the status of the Pilot Program's report dates.

DISCUSSION

The DPMG created the test areas where there is low metered space utilization to determine ways and means to more effectively manage the supply and demand of parking in very heavy and very low usage areas within the public right-of-way. Within the four varied time/rate test areas, the DPMG completed a block-by-block analysis of the existing land uses and how they relate to parking patterns. The analysis also considered land usage surrounding the test areas for their parking needs, as well as the parking needs of employees, visitors, business owners and residents within and adjacent to the test areas. As an example: ensuring proper locations for short duration visitor parking for retail, medium duration for office visitors, and long duration for employees.

In the Pilot Program test areas the DPMG, in conjunction with City staff, determined which existing meters would be replaced with new meters. Some block faces were left unmarked by parking "Ts" to determine the validity of the vendor's contention that more cars could be parked on a given block face without "Ts". This Report and the enclosed report prepared by City staff, notes that City staff has worked with CALE to install, maintain, monitor, change, relocate, audit, and otherwise collect and collate. The DPMG has been collecting and analyzing the necessary data on what variables are most effective in increasing parking space utilization. Minor changes to rates and times have been made following data analysis to improve utilization and this process will continue through out the testing period. The Public Outreach Program on the use of the New Parking Meter Technology is considered very successful as evidenced by the very limited number of complaints and contested citations. Outreach to those affected businesses and residents, and to the general public is ongoing.

The DPMG's goal is to significantly increase parking space utilization; therefore, monitoring remains frequent. The DPMG will make changes to specific test areas as soon as the DPMG notices trends that warrant revision. In case of significant revisions, the DPMG will propose subsequent outreach to the affected community members to minimize any confusion. Furthermore, the Ordinance and Resolution for this test program provides flexibility to reverse declining utilization, if any occurs, limiting any potential revenue reduction.

CHANGES WITHIN THE TEST AREAS SINCE LAST REPORT, APRIL 2006 (REPORT 3) ARE NOTED BELOW:

Area/Block Segments	Time Limits	Rate
Marina I & II G Street All new meters east of India Street changed from 4 hours Mon–Sat to 4 hours Mon-Fri and 9 hours on Sat. (This tested the ability of the Technology to allow differing times rates at meters and of users to understand signage	4 Hours Mon-Fri 9 Hours Sat	50¢
Marina II Kettner Boulevard from E Street to G Street E Street from Railroad to Kettner Boulevard (Not included due to Construction) F Street from Railroad to Kettner Boulevard (south side only)	9 Hours 9 Hours	50¢ increased to 75¢ 50¢ increased to 75¢
East Village Old meters replace on F Street by new meters then moved due to under utilization. From 15th Street to 16th Street to Marina I & II	9 Hours to 4 Hours	50¢ decreased to Free

NEW TECHNOLOGY METERS PROGRAM:

Each new meters installed replaced an average of 6 old meters.

Fifty new meters were installed in the test areas in accordance with Attachment (4).

CONCLUSION

EVALUATION OF VARIED RATES AND TIMES:

The DMPG has been successful in changing parking habits and increasing utilization rates while experimenting in very limited areas of centre city. Expanding these areas and increasing the variable extent of both rates and times would provide further information and data on parking behavior. In particular, it would be beneficial to understand the public's acceptance or rejection of modified hours; particularly hours before or after the 8 a.m. to 6 p.m. "one size fits all", currently in place city wide. This knowledge would be valuable in determining the future parking strategy for the *Downtown Community Parking District and extremely useful for other parking districts.* It would provide some information to those with other than primarily commuter or "normal working" hours. It would especially be useful for the City in other "mixed use" areas and particularly the "Villages" in the City's Comprehensive Parking Plan.

EVALUATION OF NEW TECHNOLOGY METERS:

A. Public Perception

As evidenced by the results of User and Neighborhood Survey Results reported in enclosure (1) by City Staff, it appears that the public has few problems. This can be confirmed by the low number of tickets contested (thirty-four in nine months of which only two were dismissed). The 0.03% overall dismissal rate for new meters compared with the average 1.9% dismissal rate for old meters is significantly lower.

B. New Meter Flexibility

City parking card, credit card, and coin acceptance combined with ability to purchase amount of time required resulted in a 22.1% decline in parking citations for over limit and expired meter citations. Despite the loss of revenue from these meter associated citations, a decline in these types of citations is a GOOD thing for the public. Testing in the Ball Park, Marina I and Marina II revealed that the New Meter Technology, which refuses to grant time beyond the further limited time on special events days, or can grant different rates and different time periods, greatly increases flexibility for administrators and did not cause significant problems with the using public even with the minimum signage used. Users learned to read the meter display which has multiple language capabilities.

C. Enforcement

1. Pay and Display technology required enforcement personnel to dismount and check each windshield which significantly increased the amount of time required for each route. More of these meters will require a larger number of enforcement personnel for the same level of service. Other jurisdictions using Pay and Display technology use foot or bicycle routes. This increase in time per route was not planned for and no additional personnel or routes were established. This resulted in personnel not being available to enforce other parking regulations which caused a decline in citations NOT associated with meters. This non-meter citation reduction is NOT a good thing.

2. Large vehicles caused a problem for enforcement personnel to read the displayed receipt.

3. City ordinance currently allows carrying displayed receipts from area to area and requires closer scrutiny by enforcement personnel.

D. Purchase/Maintenance of Equipment

Although the original purchase cost of the equipment is higher, the continuing overall maintenance cost of the equipment is lower including such things as:

- Capital cost of acquiring the meters higher
- Installation/removal lower
- Maintenance easier (meter "calls in" when maintenance needed) Supplies higher

- Collections costs lower (accepts credit cards, "calls in" when collection needed) (See enclosure (1) for specifics on cost, installation, maintenance, supplies and collections.)

E. New Meter Technology Summary

Pros:

Easy to use. (City Parking Card, Credit/Debit Card, Cash can be used).

Reduces "street furniture" clutter by significant amounts.

Collection time significantly reduced. Reduces down time by notifying department when maintenance required.

Allows up to 19% more cars per block face without parking "Ts".

Cons:

Does not return time back on City Parking Card.

Increased enforcement time (pay and display).

Down time affects more than one space.

Existing City Ordinance makes rate/time variances more difficult to enforce.

Allows large vehicles to occupy many spaces for one fee on block faces without parking "Ts".

Spaces without parking "Ts" may "maroon" vehicles until adjacent parkers return to move cars if parked too closely.

COMPREHENSIVE CONCLUSION

Overall, the Varied Time/Rates Program and the New Technology Meter Program are evaluated as successful. Elements of these programs may be beneficial throughout the City for City Staff and other parking districts to better utilize the available curb space in parking impacted areas.

PROCESSES/NEXT STEPS

A. City Staff and Community Parking Districts Recommendations:

1. That New Meter Technology be approved for use within the City.

2. That Variable Time Limits be considered when requested by Community Parking Districts.

B. Downtown Community Parking District Approve and Recommend that the Mayor and City Council take the following actions:

1. Extend the remit of the DPMG until April 30, 2009.

2. Direct the DPMG and City staff to draft ordinances allowing variable time limits up to 24 hours and 7 days a week in selected areas of the Centre City.

3. Direct the DPMG and City staff to draft ordinances allowing variable meter rates, in selected areas of the Centre City, of up to $3.00 per hour and as low as $0.25 per hour.

4. Direct the DPMG and City staff to draft an ordinance bringing all block faces in Centre City, and within the Downtown Community Parking District, into Metered/Timed control as a parking impacted area.

5. Direct the DPMG and City staff to draft ordinances, as required, to place or remove meters on selected block faces as determined by the DPMG and City Staff.

6. DPMG advise Downtown Community Parking District and City Staff on numbers of additional New Technology Meters to procure and whether to explore alternative uses for New Technology Meters, such as Pay-by-Space versus Pay and Display in selected areas.

The DPMG Pilot Program was extended until October 2007 to enable complete evaluation of New Meter Technology and complete analysis of Varied Rates and Times.

The DPMG has continued collection and analysis of data from the pilot program areas. The new technology pilot program has been implemented and the initial evaluation has been completed. Specific block faces were selected to provide a direct comparison of new and old parking meter technology.

Upon termination of the Varied Rates and Times Program, a final report will be issued covering all strategies explored by the DPMG for the use of the Parking Advisory Board, Parking Districts, the City Council and Mayor in planning for the future.

As the strategies are put in place and tested, the DPMG will continue to explore better utilization of all curb space in downtown and propose further initiatives as they are created.

Report to City Council – Attachment 3

Date: February 17, 2009
Subject: Parking Meter Utilization Improvement

Downtown Community Parking District Advisory Board (Centre City Development Corporation); Approval of the Downtown Parking Management Group, Report #4 dated July 19, 2007

000127

Centre City Development Corporation

DATE ISSUED: July 19, 2007

ATTENTION: Centre City Development Corporation
Meeting of July 25, 2007

SUBJECT: Downtown Parking Management Group -- Report #4 – General

STAFF CONTACT: A.J. Magana, Accountant/Financial Analyst
Andrew Phillips, Finance Accounting Manager

REQUESTED ACTION: That the Centre City Development Corporation ("Corporation"), acting as the Community Parking Advisory Board for the Downtown Community Parking District, recommend that the Mayor and City Council take the following actions regarding the Downtown Parking Management Group ("DPMG").

- Extend the remit of the DPMG until April 30, 2009 which would extend the time frame of the existing pilot program.
- Direct the DPMG and City staff to draft ordinances allowing variable time limits up to 24 hours and 7 days a week in selected areas of the Centre City.
- Direct the DPMG and City staff to draft ordinances allowing variable meter rates, in selected areas of the Centre City, of up to $3.00 per hour and as low as $0.25 per hour.
- Direct the DPMG and City staff to draft an ordinance bringing all block faces in Centre City, and within Downtown Community Parking District, into Metered/Timed control as a parking impacted area.
- Direct the DPMG and City staff to draft ordinances, as required, to place or remove meters on selected block faces as determined by the DPMG and City Staff.
- Authorize the DPMG to advise the Downtown Community Parking District and City Staff on the number of additional New Technology Meters to procure and whether to explore alternative uses for New Technology Meters, such as Pay-by-Space versus Pay and Display in selected areas.

Item Number	6, Page 1 of 3
Meeting of	July 25, 2007
Agenda Number	652

C00128

STAFF RECOMMENDATION: That the Corporation, acting as the Downtown Community Parking District, recommend that the Mayor and City Council take the actions regarding the DPMG as noted in the bullets listed above.

SUMMARY: The DPMG is overseeing the implementation and the initial recommendations for testing varied time limits and rates within the designated test areas of downtown. The initial trial of the new hours and rates has resulted in increases of up to 300 percent utilization in selected areas. The DPMG and City staff has identified several areas to install meters where curb cuts were eliminated, new buildings have been completed, bus stops are too long, etc. These efforts have resulted in the installation of 699 additional meters. As a result of the varied time limits and rates, revenues have also increased.

In addition to the implementation of varied time limits and rates, the DPMG in conjunction with the City staff, coordinated the installation of 50 meters of the Pilot Program for the New Parking Meter Technology. The attached report from the DPMG has been issued to Councilmember Kevin Faulconer and Mayor Jerry Sanders and, with Committee and Board approval, will be acting as Community Parking Advisory Board for the Downtown Community Parking District giving its support for the DPMG to continue its efforts in implementing the pilot program throughout downtown.

FISCAL CONSIDERATIONS: None with the actions, however parking meter revenue may increase or decrease based on changes made to rates and times. Any expenditure made will utilize Parking Meter Revenues.

COMMITTEE RECOMMENDATION: On July 11, 2007, the Budget/Finance and Administration Committee voted unanimously (Kim Kilkenny, Fred Maas, Robert McNeely, Wayne Raffesberger, Jennifer LeSar, Janice Brown, Teddy Cruz) to approve and accept the DPMG Report #4.

CENTRE CITY ADVISORY COMMITTEE RECOMMENDATION: On July 18, 2007, the Centre City Advisory Committee was presented this item for information purposes only.

OTHER RECOMMENDATIONS: None.

BACKGROUND: In 2004 the City Manager's Parking Task Force identified that the current "one size fits all" parking for the City was a less than optimal solution to parking impacts within different areas of the City. The DPMG was formed by City Council District 2 to begin implementation of some of the ideas from the Parking Task Force within the Centre City Area/Downtown Community Parking District. The DPMG has overseen the implementation of the initial recommendations for testing varied rates and time limits within designated areas of downtown. In addition, CALE was selected as the vendor for the New Parking Meter Technology. Installation of 50 meters for the Pilot Program and evaluation of the program are complete.

000129

Respectfully submitted,

A.J. Magana
Accountant/Financial Analyst

Andrew Phillips
Finance Accounting Manager

Concurred by:

Nancy C. Graham
President

Attachment:
Downtown Parking Management Group – Report #4

000131

REQUEST FOR COUNCIL ACTION
CITY OF SAN DIEGO

1. CERTIFICATE NUMBER (FOR AUDITOR'S USE ONI 03/30

TO:	2. FROM (ORIGINATING DEPARTMENT):	3. DATE:
CITY ATTORNEY	CITY PLANNING & COMMUNITY INVESTMENT	02/13/2009

4. SUBJECT:
Parking Meter Utilization Improvement

5. PRIMARY CONTACT (NAME, PHONE & MAIL STA.)	6. SECONDARY CONTACT (NAME, PHONE & MAIL STA.)	7. CHECK BOX IF REPORT TO COUNCIL IS ATTACHED
Meredith Dibden Brown, (619) 236-6485 MS 56D	Michael Vogl (619) 744-3180 MS 606C	☒

8. COMPLETE FOR ACCOUNTING PURPOSES

						9. ADDITIONAL INFORMATION / ESTIMATED COST:
FUND						See "Attachment A"
DEPT.						
ORGANIZATION						
OBJECT ACCOUNT						
JOB ORDER						
C.I.P. NUMBER						
AMOUNT						

10. ROUTING AND APPROVALS

ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
1	ORIGINATING DEPARTMENT	BETH MURRAY	2/13/09	8	CFO	MARY LEWIS	2/25/09
2	DEPARTMENT DIRECTOR	WILLIAM ANDERSON	2/13/09	9	COO	JAY GOLDSTONE	2/27/09
3	ENVIRONMENTAL REVIEW	MYRA HERRMAN	2-17-09	10	CITY ATTORNEY	JANA GARMO	3/17/09
4	LIAISON OFFICE	ED PLANK	2/17/09	11	ORIGINATING DEPARTMENT	~~MEREDITH DIBDEN BROWN~~	3/17/09
5	FINANCIAL MANAGEMENT	AUTHORIZED SIGNER	2/19/09		DOCKET COORD: _____	COUNCIL LIAISON: _____	
6	AUDITORS	FERNANDA FIGUEROA	2/23/09	✓	COUNCIL PRESIDENT	☐ SPOB ☒ CONSENT ☐ ADOPTION	
7	ENGINEERING & CAPITAL PROJECTS					☐ REFER TO: _____	COUNCIL DATE: 3-30-09

11. PREPARATION OF: ☒ RESOLUTION(S) ☒ ORDINANCE(S) ☐ AGREEMENT(S) ☐ DEED(S)

See "Attachment A"

11A. STAFF RECOMMENDATIONS: Adopt the Resolutions and Ordinances

12. SPECIAL CONDITIONS:

COUNCIL DISTRICT(S): Citywide

COMMUNITY AREA(S): Citywide

ENVIRONMENTAL IMPACT: This activity is not a project and therefore exempt from CEQA pursuant to State Guidelines Section 15060 (c) (3).

HOUSING IMPACT: None.

"Attachment A"

Box 9.

Anticipated increase in parking meter revenue of almost $8.4M beginning in FY2010 with an additional $1.0M beginning in FY2011 and $0.1M in FY2012 will be partially offset by additional staffing and operational costs in FY2010 of $0.4M. The additional costs will decline by $0.3M by FY2012. Per CP 100-18, 45 percent of the net increase i.e. $3.0M in FY2010, will be allocated to the CPD program. For accounting detail see "Parking Meter Utilization Improvement Plan – FY2010 Fiscal Summary".

Box 11.

REQUESTED ACTIONS:

1. Adopt an ordinance amending sections of the Municipal Code Chapter 08, Traffic and Vehicles, to establish a target on-street utilization rate of 85 percent to optimize parking; to authorize the Mayor to set meter rates between $0.50 and $3.00 and to set hours of meter operation within the range of 8 a.m. to 2:00 a.m. Monday through Sunday to achieve the target utilization rate;
2. Adopt an ordinance amending sections of the Municipal Code Chapter 08, Traffic and Vehicles, to ensure payment compliance by users of the multi-space pay stations;
3. Adopt a resolution amending Council Policy 100-18 so that, on an annual basis, all of the costs of administering the Community Parking District (CPD) Program, including the services of a dedicated Transportation Engineer, and Meter Operations costs, shall be applied prior to the calculation and allocation of the 45 percent share of parking meter revenue to the CPD's. Further, that advisory boards to the respective CPD's, shall also be authorized to analyze meter and on-street parking utilization and make recommendations on meter locations, rates, time limits, hours of operation; and new parking technology; in addition to the activities and improvements already authorized pursuant to this Policy;
4. Adopt a resolution to recognize the Downtown Parking Management Group [DPMG] as an advisory group to Center City Development Corporation acting as the Parking Advisory Board for the Downtown Community Parking District, which shall advise City staff and make recommendations on meter locations, rates, time limits, hours of operation; new parking technology; and other activities and improvements in order to address parking-related issues pursuant to Council Policy 100-18.

000133

EXECUTIVE SUMMARY SHEET

City of San Diego

REPORT NO:

DATE ISSUED:	March 16, 2009
ATTENTION:	City Councilmembers
ORIGINATING DEPARTMENT:	City Planning & Community Investment
SUBJECT:	Parking Meter Utilization Improvement
COUNCIL DISTRICT(S):	Citywide
CONTACT/PHONE NUMBER:	Meredith Dibden Brown 619-236-6485 Michael Vogl 619-744-3180

REQUESTED ACTION:

To better manage on-street parking and improve parking meter utilization by adopting a target meter utilization rate and then implementing performance-based pricing and allowing for a wider range of hours of meter operations to achieve the target rate. To facilitate community input by authorizing the parking advisory bodies for the Community Parking Districts (CPD's) to analyze utilization data and suggest adjustments to meter rates, time limits, and hours of operation in order to achieve the established target rate, subject to confirmation of the recommendations by city staff. To revise the cost sharing arrangements for CPD administration and parking meter operations costs to facilitate city cost recovery..

STAFF RECOMMENDATION:

Approve requested actions.

SUMMARY:

In June 2003, the City Council was asked to consider raising parking meter rates above $1.00/hour. City Council asked the City Manager to form a Parking Task Force to make recommendations on various parking-related issues. A final set of recommendations was brought forth in September 2004, including adopting general policy guidelines for parking management implementation, such as: on-street parking is a public resource; parking control tools should be utilized to manage and optimize parking supply and usage; and parking meter rates should vary and meters should be operated during the days and hours that require management of the supply.

The Parking Task Force also recommended the creation of a downtown working group (DPMG) which recommended a pilot program in a sub-area of the Downtown Community Parking District. The goal of the Pilot was to provide information and sample techniques that would optimize the use of on-street parking in the downtown area and that could later be applied citywide.

The DPMG and city staff completed a substantive review of the literature and practices of comparable cities to determine the appropriate strategies for managing the traffic and parking demand in downtown. They found that one of the most effective tools for managing on-street parking was performance-based pricing, i.e. to price parking in order to meet a target occupancy/utilization rate of 85 percent (15 percent vacancy) on each city block.

Studying the utilization rates, the DPMG made recommendations to city staff to adjust hourly rates and time limits to meet the target. In addition, the DPMG researched new parking meter technologies that could better serve motorists, enhance the streetscape and improve the city's internal administation. The result was the installation of 50 new multi-space pay stations with credit card and wireless capabilities to serve approximately 300 on-street parking spaces.

The Parking Task Force recommendations, as tested in the Pilot, demonstrated that implementing a combination of flexible management strategies and the installation of new meter technology can optimize on-street parking, as evident in the data highlights:

- 106 percent increase in the utilization rate of on-street parking spaces by adjusting rates and time restrictions alone;
- Parking meter revenue increased by 89 percent to $127,537 by adjusting rates and time restrictions alone;
- Upwards of an additional 12 percent increase in utilization rates with multi-space pay stations;
- An additional 24% increase in parking meter revenue with multi-space pay stations; and
- Improved payment convenience and compliance marked by 65% credit card payment at multi-space pay stations and a decrease in citation revenue.

The average meter utilization rate in the City is 38% and the majority of meters are set at a fixed rate of $1.25 per hour. Authorizing the Mayor to set meter rates between $0.50 and $3.00 and to set hours of meter operations within the range of 8 a.m. to 2:00 a.m. Monday through Sunday would facilitate achieving the target utilization rate. Successful implementation would also involve the parking advisory bodies to the Community Parking Districts (CPD's). In collaboration with a proposed Transportation Engineer position and other City staff, these groups would analyze utilization data and suggest adjustments to meter rates, time limits, and hours of operation, to achieve the established target rate. Four additional Parking Meter Technician positions would also be needed to facilitate maintenance/repair of meters and to provide for meter enforcement during the extended hours. Testing new technologies and alternative enforcement strategies would facilitate data collection, analysis, and enforcement.

FISCAL CONSIDERATIONS:

Anticipated increase in parking meter revenue of almost $8.4M beginning in FY2010 with an additional $1.0M beginning in FY2011 and $0.1M in FY2012 will be partially offset by additional staffing and operational costs in FY2010 of $0.4M. The additional costs will decline by $0.3M by FY2012. Per CP 100-18, 45 percent of the net increase i.e. $3.0M in FY2010, will be allocated to the CPD program.

PREVIOUS COUNCIL and/or COMMITTEE ACTION:

City Council directed the establishment of a Parking Task Force in June 2003 and a final set of recommendations were brought forth in September 2004 in Manager's Report No. 04-214. The City Council passed Resolution R-299867 (November 22, 2004), Ordinance Number O-19343 (December 7, 2004), Ordinance Number O-19493 (May 19, 2006), and Ordinance Number O-19675 (November 15, 2007) which established the Downtown Pilot Program and granted the City Manager the authority to vary the time limits and meter rates for the Pilot program. The Land Use & Housing Committee heard this item on March 11, 2009 and approved forwarding it to the full City Council and requested that the report also be sent to the Community Planning Chairs.

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS:
City staff provided information on the proposed changes for Parking Meter Utilization Improvement to the Dowtown, Uptown, and Mid-City parking groups for the Community Parking Districts during December 2008 and January 2009. All of the groups approved the recommendations. Also, in January 2009, the Parking Advisory Board, with citywide representation from the Council Districts, the BID Council, the Community Planing Committee, and the Community Parking Districts, approved the Parking Meter Utilization Improvement changes.

The Pilot results and recommendations were submitted to the City in June 2007 and also approved by CCDC in July 2007. The Mayor's Parking Advisory Board approved the recommendations in August 2007.
The DPMG represents resident, business, property owner, and government organizations from throughout Downtown. The DPMG monthly meetings are open to the public and attended by City staff and interested community members. During the Pilot, City staff also initiated a public outreach program to inform the public of the new approaches to on-street parking downtown.

KEY STAKEHOLDERS AND PROJECTED IMPACTS:
The key stakeholders are the business owners, property owners, and residents in Downtown, Mid-City, and Uptown. There are just a few meters in other areas such as Mission Bay and Logan Heights. Within Downtown, the key stakeholders for the Pilot are the Downtown Residents Group, Cortez Residents, Gaslamp Quarter Association, Downtown San Diego Partnership, Centre City Advisory Committee, San Diego Padres, Little Italy, East Village, and the Centre City Development Corporation. Other stakeholders who may be impacted by changes in staff support, and enforcement technologies and strategies, include the business owners, property owners, and residents in the other Community Parking Districts of La Jolla, Old Town, and Pacific Beach, as well as the rest of the City.

William Anderson
CP&CI Department Director

Jay Goldstone
Chief Operating Officer

Parking Meter Utilization Improvement Plan - FY 2010 Fiscal Summary

Description	Fund	Dept	ORG	Acct	FTE	Expenditures and Cash Transfers				Revenue
						PE	NPE	Cash Transfers	Total	
Expenses and Cash Transfers										
Operating Expenses Related Impacts										
New Operating Expenses	100	065	2556	Various	1	$117,008	$0	$0	$117,008	$0
	100	052	2500	Various	4	$356,184	$749,820	$0	$1,106,004	$0
Reduction in Transfer to CPD's due to Operating Expense Sharing	100	052	2500	4881	0	$0	$0	($865,747)	($865,747)	$0
Total Operating Expense Related Impacts					**5**	**$473,192**	**$749,820**	**($865,747)**	**$357,265**	**$0**
CPD Allocation Impact of Parking Meter Revenue Increase										
Increase in cash transfer due to Parking Revenue Increase	100	052	2500	4881	0	$0	$0	$3,703,918	$3,703,918	$0
Transfer of Existing CPD related cash transfers appropriation from City Planning	100	065	2556	4881		$0	$0	($3,424,500)	($3,424,500)	
and Community Investment to City Treasurer	100	052	2500	4881		$0	$0	$3,424,500	$3,424,500	
Total CPD Allocation Impact of Parking Meter Revenue Increase					**0**	**$0**	**$0**	**$3,703,918**	**$3,703,918**	**$0**
Total Expenses and Cash Transfers					**5**	**$473,192**	**$749,820**	**$2,838,171**	**$4,061,183**	**$0**
Revenue										
New Parking Meter Revenue	100	052		73610/73615		$0	$0	$0	$0	$8,230,929
New Parking Citation Revenue	100	110		74100		$0	$0	$0	$0	$256,639
Elimination of 5% CPD Administration Fee	100	065		77429		$0	$0	$0	$0	($113,000)
Total Revenue					**0**	**$0**	**$0**	**$0**	**$0**	**$8,374,568**

Total New Potitions	**5 FTE**
Net City Fiscal Impact (Total Revenue less Total Expense)	**$4,313,385**
Net CPD Fiscal Impact	**$2,951,171**

000139

(O-2009-106)
(COR.COPY)

CITY ATTORNEY DIGEST

ORDINANCE NUMBER O-_____ (NEW SERIES)

DATE OF FINAL PASSAGE _____

EFFECTIVE DATE _____

AN ORDINANCE OF THE COUNCIL OF THE CITY OF SAN DIEGO AMENDING CHAPTER 8, ARTICLE 1, BY AMENDING SECTION 81.01.15; BY AMENDING CHAPTER 8, ARTICLE 2, BY AMENDING SECTIONS 82.04, 82.06, 82.08, AND 82.09; AMENDING CHAPTER 8, ARTICLE 6, BY AMENDING SECTIONS 86.11 THROUGH 86.17, OF THE SAN DIEGO MUNICIPAL CODE, ALL RELATING TO PARKING METER REGULATIONS.

This ordinance makes changes to the City of San Diego Municipal Code Chapter 8, Traffic and Vehicles, to establish a target on-street rate of 85 percent to optimize parking; to authorize the Mayor to set meter rates between $0.50 and $3.00 and to set hours of meter operation within the range of 8:00 a.m. to 2:00 a.m., Monday through Sunday to achieve the target utilization rate.

This ordinance contains a notice that a full reading of this ordinance is dispensed with prior to its final passage, since a written or printed copy will be available to the City Council and the public a day prior to its final passage.

This ordinance shall take effect and be in force on the thirtieth day from and after its final passage.

A complete copy of the Ordinance is available for inspection in the Office of the City Clerk of the City of San Diego, 2nd Floor, City Administration Building, 202 C Street, San Diego, CA 92101.

JLG:cfq
03/04/09
03/23/09 COR.COPY
Or.Dept:Planning
O-2009-106

(A)

(O-2009-106)

ORDINANCE NUMBER O-_____ (NEW SERIES)

DATE OF FINAL PASSAGE _____

AN ORDINANCE OF THE COUNCIL OF THE CITY OF SAN DIEGO AMENDING CHAPTER 8, ARTICLE 1, BY AMENDING SECTION 81.01.15; BY AMENDING CHAPTER 8, ARTICLE 2, BY AMENDING SECTIONS 82.04, 82.06, 82.08, AND 82.09; AMENDING CHAPTER 8, ARTICLE 6, BY AMENDING SECTIONS 86.11 THROUGH 86.17, OF THE SAN DIEGO MUNICIPAL CODE, ALL RELATING TO PARKING METER REGULATIONS

WHEREAS, the City Council finds that one of the most effective strategies for managing on-street parking is to regulate the pricing and hours of operation of parking meters so as to achieve a target utilization rate of 85%;

WHEREAS, the City Council finds that to achieve the target utilization rate of 85%, the Mayor shall have the discretion to set parking meter rates within the range of $0.50 to $3.00;

WHEREAS, the City Council finds that to achieve the target utilization rate of 85%, the Mayor shall have the discretion to set the hours of parking meter operation within the range of 8:00 a.m. to 2 a.m. Monday through Sunday; and

WHEREAS, the City Council finds that a community based approach wherein the Parking Advisory Board for each respective Community Parking District collaborates with City staff by analyzing utilization/occupancy data and making recommendations on adjustments to parking meter rates, time limits, and hours of operation will optimize existing on-street parking and provide the requisite flexibility necessary to achieve the target utilization rate of 85% within each community; NOW, THEREFORE,

BE IT ORDAINED, by the Council of the City of San Diego, as follows:

Section 1. That Chapter 8, Article 1, Division 0, of the San Diego Municipal Code is amended by amending Section 81.01.15, to read as follows:

§81.01.15 Parking Meter

PARKING METER shall mean either one of the following:

(1) A mechanical device, also known as a single-space parking meter, installed within or upon the curb or sidewalk area, immediately adjacent to a parking space, for the purpose of controlling the time period of occupancy of such parking meter space by any vehicle; or

(2) An electronic device, also known as multispace parking meter, installed within or upon the curb or sidewalk area, immediately adjacent to a parking meter zone, for the purpose of controlling the time period of occupancy of such parking meter zone by any vehicle or vehicles.

Section 2. That Chapter 8, Article 2, Division 0, of the San Diego Municipal Code is amended by amending Sections 82.04, 82.06, 82.08, and 82.09 to read as follows:

§82.04 Parking Meter Zones — Authority

The Council of The City of San Diego, on the recommendation of the City Manager, shall by ordinance immediately and hereafter from time to time as traffic conditions require, establish zones to be known as "Parking Meter Zones," upon such streets or portions of streets of The City of San Diego as are selected for the location of said parking meter zones; and the City Manager shall cause parking meters to be installed and shall cause parking meter spaces to be designated, where required, as hereinafter provided. The Council, on recommendation of the City Manager, may change or eliminate any of said zones.

§82.06 Parking Meters — Operation

(a) Single-space parking meters installed in parking meter zones established as provided in Section 82.04 shall be placed upon the curb immediately adjacent to individual parking spaces.

(b) Each single-space parking meter shall be placed or set in such manner as to display whether the parking space adjacent to that meter is legally in use or not.

(c) Upon the deposit of coins or otherwise the purchase of time using an approved method of payment, each single-space parking meter shall be set to display a sign indicating legal parking and shall continue to operate for that period of time not exceeding the limit of parking time which has been established for that area or zone. Upon the expiration of legal parking time, each single-space parking meter shall indicate by proper signal that the lawful parking period has expired.

(d) Multispace parking meters installed in parking meter zones established as provided in Section 82.04 shall be placed upon the curb immediately within the parking meter zone to which they apply.

(e) Upon the purchase of time using an approved method of payment, a multispace parking meter shall either produce a receipt to be used by the parking user as proof of valid parking as described in Section 86.14, or electronically record the expiration time purchased for an individual parking space entered by the parking user, which may be checked for

enforcement or other purposes. A vehicle displaying a receipt that is readable to an enforcement officer and purchased at the posted parking rate and within the maximum time limit at the multispace parking meter located immediately adjacent to the parking meter zone where the vehicle is parked, may be lawfully parked in that parking meter zone. The receipt shall indicate the expiration of parking time, which shall be the equivalent of an expiration time indicated by the parking meter. A vehicle parked in a designated parking space for which a multispace parking meter of the type that does not produce a receipt indicates a valid parking time may be lawfully parked in that parking meter zone.

(f) Notwithstanding Sections 82.06, 86.11, and 86.15, a vehicle displaying a card or electronic device that is readable to an enforcement officer and has been approved by the City Manager as an alternative method of parking meter payment may be lawfully parked in that parking meter zone. The card or electronic device shall indicate the expiration of parking time in accordance with posted parking rate and within the maximum time limit specified for that parking meter zone.

§82.08 Parking Meters — Use of Funds

The parking meter funds generated from the purchase of parking meter time, as provided herein, are hereby levied and assessed as fees to provide for the proper regulation and control of traffic upon the public streets, and to cover the cost of supervision, inspection, installation, operation, maintenance, control and use of the parking spaces and parking meters described herein, and also the cost of

supervising and regulating the parking of vehicles in the parking meter zones created hereby.

§82.09 **Parking Meters — Collections — Accounting for Money**

The City Manager is hereby authorized, and it shall be his duty, to designate some person or persons to make regular collections of the money deposited in said parking meters. It shall be the duty of such person or persons so designated to collect and deliver to the Treasurer of The City of San Diego all money deposited in the parking meters; the Treasurer shall keep accurate account of all the parking meter money so delivered to him and any parking meter funds generated through other methods of payment. Money so deposited in the parking meters and any parking meter funds generated through other methods of payment may be expended to meet the costs and expenditures involved in the inspection, repair, regulation, installation, operation, control and use of the parking spaces and parking meters described herein, and the costs involved in the regulation and control of the parking of vehicles and the control of traffic which may affect or be affected by the parking of vehicles in the parking meter zones created hereby, including the purchase, replacement, installation, repair, servicing and operation of mechanical or electrical traffic signals for the direction of said traffic or said parking, and the cost of painting streets, curbs and sidewalks with appropriate markings, lines and signs, and the purchase, construction, erection, repair and replacement of street and curb signs for the direction of said traffic or said parking, and for the cost of patrolling said parking meter zones and enforcing therein all traffic laws and regulations concerning the parking of vehicles and the

movement of traffic which may affect or be affected by such parking of vehicles, or for any of said purposes.

Section 3. That Chapter 8, Article 6, Division 0, of the San Diego Municipal Code is amended by amending Sections 86.11 through 86.17, to read as follows:

§86.11 Parking Meter Zones and Rates—Authority

(a) Under the authority of California Vehicle Code section 22508, the City Council hereby establishes a target utilization rate of eight-five percent (85%) and adopts a range of hourly parking meter rates from $0.50 to $3.00 to be set by the City Manager based upon parking utilization data and community based input as specified in Resolution No._____[1] in order to achieve the 85% target utilization rate.

(b) In any parking meter zone, when any vehicle shall be parked in any space alongside of or next to which a single-space parking meter is located in accordance with the provisions of this chapter, or when any vehicle shall be parked in any space or zone adjacent to which a multispace parking meter is located in accordance with the provisions of this chapter, the operator of said vehicle shall, upon entering said parking space or zone, immediately cause to be deposited coins in the appropriate denomination, or otherwise immediately purchase time using an approved method of payment, according to the time interval desired within the maximum limit and the posted parking rates.

[1] Note to Clerk: please fill in official number for City Attorney Resolution No. R-2009-926.

§86.12 Parking Meters — Parking Regulated

The City Manager is hereby instructed to have lines or markings painted or placed upon the curb and/or upon the street adjacent to each single-space parking meter for the purpose of designating the parking space for which said meter is to be used, and each vehicle parking alongside of or next to any single-space parking meter shall park within the lines or markings so established, and the City Manager is hereby instructed to have lines or markings painted or placed upon the curb and/or upon the street in any parking meter zone that is controlled by a multispace parking meter of the type that does not produce a receipt to be used by the parking user as proof of valid parking as described in Section 86.14. It shall be unlawful and a violation of this Article to park any vehicle across any such line or marking or to park said vehicle in such position that the same shall not be entirely within the area so designated by such lines or markings.

When a parking space in any parking meter zone is paralleled to the adjacent curb or sidewalk, any vehicle parked in such parking space shall be parked so that the foremost part of such vehicle shall be alongside of and nearest the single-space parking meter; when a parking space in any parking meter zone is diagonal to the curb or sidewalk, any vehicle parked in such parking space shall be parked with the foremost part of such vehicle directly at and nearest to such single-space meter.

§86.13 Parking Meter Zones — Established

[No change in text.]

[No change in text.]

(a) through (e) [No changes.]

The regulation of traffic by parking meters and the deposit of coins in such parking meters and the use of any other approved method of payment shall become effective upon the installation of appropriate parking meters and signs thereon, giving notice of such parking meter regulation and rate.

§86.14 Parking Meter — Overtime

No person shall permit a vehicle to remain parked in any parking meter zone when the meter, receipt, card, or electronic device, as provided in Section 82.06, shows the parking time has expired. In addition, a receipt produced by a multispace parking meter, where a vehicle is parked as provided in Section 82.06(e), shall be displayed in a fully visible and conspicuous location as instructed on the receipt, in order to be valid or otherwise considered effective.

§86.15 Parking Meter — Extra Time Prohibited

(a) No person shall permit a vehicle to remain parked beyond the period of legal parking time established for any parking meter zone.

(b) No person shall purchase or cause to be purchased time from any parking meter using coins or any other method of payment for the purpose of increasing or extending the parking time of any vehicle beyond the legal parking time which has been established for the parking space or zone adjacent to which said parking meter is placed.

§86.16 Parking Meter — Time of Operation

(a) Said parking meters shall be operated in said parking meter zones every day between the hours of 8:00 o'clock a.m. and 6:00 o'clock p.m., except Sundays and holidays; provided, however, that whenever the Council of The City of San Diego shall by resolution or ordinance provide that the parking time limits shall be effective at other times said parking meters shall be operating during all the times within which the parking time limit shall be effective.

(b) Notwithstanding subsection (a), said parking meters may operate beyond 6:00PM, but no later than 2:00AM of the following morning, Monday through Sunday, except on holidays, as set by the City Manager based upon parking utilization data and community based input as specified in Resolution No._____[2] in order to achieve the 85% target utilization rate.

§86.17 Parking Meter — Tampering With and Inoperable Parking Meters

It shall be unlawful for and a violation of the provisions of this Chapter for any unauthorized person to deface, injure, tamper with, open or willfully break, destroy or impair the usefulness of any parking meters installed under the provisions of this Chapter. It shall also be unlawful for any person to park a vehicle in a parking meter zone or space, where the parking meter adjacent to the zone or space is not operable.

[2] Note to Clerk: please fill in official number for City Attorney Resolution No. R-2009-926.

Section 4. That a full reading of this ordinance is dispensed with prior to its final passage, a written or printed copy having been available to the City Council and the public a day prior to its final passage.

Section 5. That this ordinance shall take effect and be in force on the thirtieth day from and after its final passage.

APPROVED: JAN I. GOLDSMITH, City Attorney

By _____
Jana L. Garmo
Deputy City Attorney

JLG:cfq
03/19/09
Or.Dept:Planning
O-2009-106
mms#8009
I hereby certify that the foregoing Ordinance was passed by the Council of the City of San Diego, at this meeting of _____.

ELIZABETH S. MALAND
City Clerk

By_____
Deputy City Clerk

Approved: _____ _____
(date) JERRY SANDERS, Mayor

Vetoed: _____ _____
(date) JERRY SANDERS, Mayor

STRIKEOUT ORDINANCE

OLD LANGUAGE: ~~STRIKEOUT~~
NEW LANGUAGE: UNDERLINE

ORDINANCE NUMBER O-_____ (NEW SERIES)

DATE OF FINAL PASSAGE _____

AN ORDINANCE OF THE COUNCIL OF THE CITY OF SAN DIEGO AMENDING CHAPTER 8, ARTICLE 1, BY AMENDING SECTION 81.01.15; AMENDING CHAPTER 8, ARTICLE 2, BY AMENDING SECTIONS 82.04, 82.06, 82.08, AND 82.09; AMENDING CHAPTER 8, ARTICLE 6, BY AMENDING SECTIONS 86.11 THROUGH 86.17, OF THE SAN DIEGO MUNICIPAL CODE, ALL RELATING TO PARKING METER REGULATIONS

§81.01.15 Parking Meter

PARKING METER shall mean either one of the following: ~~a mechanical device installed within or upon the curb or sidewalk area, immediately adjacent to a parking space, for the purpose of controlling the period of time occupancy of such parking meter space by any vehicle~~.

(1) A mechanical device, also known as a single-space parking meter, installed within or upon the curb or sidewalk area, immediately adjacent to a parking space, for the purpose of controlling time period of occupancy of such parking meter space by any vehicle; or

(2) An electronic device, also known as multispace parking meter, installed within or upon the curb or sidewalk area, immediately adjacent to a parking meter zone, for the purpose of controlling the time period of occupancy of such parking meter zone by any vehicle or vehicles.

§82.04 Parking Meter Zones — Authority

The Council of The City of San Diego, on the recommendation of the City Manager, shall by ~~resolution~~ ordinance immediately and hereafter from time to time as traffic conditions require, establish zones to be known as "Parking Meter Zones," upon such streets or portions of streets of The City of San Diego as are selected for the location of said parking meter zones; and the City Manager shall cause parking meters to be installed and shall cause parking meter spaces to be designated, where required, as hereinafter provided. The Council, on recommendation of the City Manager, may change or eliminate any of said zones.

§82.06 Parking Meters — Operation

(a) ~~Except as provided in Section 82.06(d),~~ Single-space parking meters installed in parking meter zones established as provided in Section 82.04 shall be placed upon the curb immediately adjacent to individual parking ~~places~~ spaces.

(b) Each single-space parking meter shall be placed or set in such manner as to display whether the parking space adjacent to that meter is legally in use or not.

(c) Upon the deposit of coins or otherwise the purchase of time using an approved method of payment, each single-space parking meter shall be set to display a sign indicating legal parking and shall continue to operate for that period of time not exceeding the limit of parking time which has been established for that area or zone. Upon the expiration of legal parking

time, each single-space parking meter shall indicate by proper signal that the lawful parking period has expired.

(d) ~~Notwithstanding Sections 82.06(a) and 86.12, multispace~~ Multispace parking meters installed in parking meter zones established as provided in Section 82.04 shall be placed upon the curb immediately within the parking meter zone to which they apply. ~~may be placed upon the curb in lieu of parking meters immediately adjacent to individual parking spaces~~.

(e) ~~Notwithstanding Sections 82.06(a), 86.11, 86.14, and 86.15,~~ Upon the purchase of time using an approved method of payment, a multispace parking meter shall either produce a receipt to be used by the parking user as proof of valid parking as described in Section 86.14, or electronically record the expiration time purchased for an individual parking space entered by the parking user, which may be checked for enforcement or other purposes. ~~a~~ A vehicle displaying a receipt that is readable to an enforcement officer and, ~~card, or electronic device that has been approved by the City Manager as an alternative method of parking meter payment~~ purchased at the posted parking rate and within the maximum time limit at the multispace parking meter located immediately adjacent to the parking meter zone where the vehicle is parked, ~~and that is readable to an enforcement officer~~ may be lawfully parked in ~~a~~ that parking meter zone. The receipt, ~~card, or electronic device~~ shall indicate the expiration of

parking time, which shall be the equivalent of an expiration time indicated by ~~a~~ the parking meter. A vehicle parked in a designated parking space for which a multispace parking meter of the type that does not produce a receipt indicates a valid parking time may be lawfully parked in that parking meter zone.

~~(f) Funds collected for alternative methods of parking meter payment shall be used in the same manner as prescribed in Sections 82.08 and 82.09 for coins collected from parking meters.~~

Notwithstanding Sections 82.06, 86.11, and 86.15, a vehicle displaying a card or electronic device that is readable to an enforcement officer and has been approved by the City Manager as an alternative method of parking meter payment may be lawfully parked in that parking meter zone. The card or electronic device shall indicate the expiration of parking time in accordance with posted parking rate and within the maximum time limit specified for that parking meter zone.

§82.08 Parking Meters — Use of Funds

The parking meter funds generated from the purchase of parking meter time, as provided herein, are hereby levied and assessed as fees to provide for the proper regulation and control of traffic upon the public streets, and to cover the cost of supervision, inspection, installation, operation, maintenance, control and use of the parking spaces and parking meters described herein, and also the cost of

supervising and regulating the parking of vehicles in the parking meter zones created hereby.

§82.09 **Parking Meters — Collections — Accounting for Money**

The City Manager is hereby authorized, and it shall be his duty, to designate some person or persons to make regular collections of the money deposited in said parking meters. It shall be the duty of such person or persons so designated to collect and deliver to the Treasurer of The City of San Diego all money deposited in the parking meters; the Treasurer shall keep accurate account of all the parking meter money so delivered to him and any parking meter funds generated through other methods of payment. Money so deposited in the parking meters and any parking meter funds generated through other methods of payment may be expended to meet the costs and expenditures involved in the inspection, repair, regulation, installation, operation, control and use of the parking spaces and parking meters described herein, and the costs involved in the regulation and control of the parking of vehicles and the control of traffic which may affect or be affected by the parking of vehicles in the parking meter zones created hereby, including the purchase, replacement, installation, repair, servicing and operation of mechanical or electrical traffic signals for the direction of said traffic or said parking, and the cost of painting streets, curbs and sidewalks with appropriate markings, lines and signs, and the purchase, construction, erection, repair and replacement of street and curb signs for the direction of said traffic or said parking, and for the cost of patrolling said parking meter zones and enforcing therein all traffic laws and regulations concerning the parking of vehicles and the

movement of traffic which may affect or be affected by such parking of vehicles, or for any of said purposes.

§86.11 Parking Meter Zones and Rates—Authority

(a) Under the authority of California Vehicle Code section 22508, the City Council hereby establishes a target utilization rate of eight-five percent (85%) and adopts a range of hourly parking meter rates from $0.50 to $3.00 to be set by the City Manager based upon parking utilization data and community based input as specified in Resolution No. _____[1] in order to achieve the 85% target utilization rate.

(b) In any parking meter zone, when any vehicle shall be parked in any space alongside of or next to which a single-space parking meter is located in accordance with the provisions of this chapter, or when any vehicle shall be parked in any space or zone adjacent to which a multispace parking meter is located in accordance with the provisions of this chapter, the operator of said vehicle shall, upon entering said parking space or zone, immediately cause to be deposited coins in the appropriate denomination, or otherwise immediately purchase time using an approved method of payment, according to the time interval desired within the maximum limit and the posted parking rates.

~~(c) Notwithstanding subsection (a), the City Manager is authorized to establish a range of hourly parking meter rates from $0.50 to $1.25 within the Downtown Parking Pilot Program, as described in Resolution No. 299867, effective November 22, 2004 and terminating on April 30, 2009.~~

[1] Note to Clerk: please fill in official number for City Attorney Resolution No. R-2009-926.

§86.12 Parking Meters — Parking Regulated

The City Manager is hereby instructed to have lines or markings painted or placed upon the curb and/or upon the street adjacent to each single-space parking meter for the purpose of designating the parking space for which said meter is to be used, and each vehicle parking alongside of or next to any single-space parking meter shall park within the lines or markings so established, and the City Manager is hereby instructed to have lines or markings painted or placed upon the curb and/or upon the street in any parking meter zone that is controlled by a multispace parking meter of the type that does not produce a receipt to be used by the parking user as proof of valid parking as described in Section 86.14. It shall be unlawful and a violation of this Article to park any vehicle across any such line or marking or to park said vehicle in such position that the same shall not be entirely within the area so designated by such lines or markings.

When a parking space in any parking meter zone is parallel to the adjacent curb or sidewalk, any vehicle parked in such parking space shall be parked so that the foremost part of such vehicle shall be alongside of and nearest the single-space parking meter; when a parking space in any parking meter zone is diagonal to the curb or sidewalk, any vehicle parked in such parking space shall be parked with the foremost part of such vehicle directly at and nearest to such single-space meter.

§86.13 Parking Meter Zones — Established

[No change.]

[No change.]

(a) – (e) [No change.]

The regulation of traffic by parking meters and the use of any approved method of payment in such meters shall become effective upon the installation of appropriate parking meters and signs thereon, giving notice of such parking meter regulation and rate.

§86.14 Parking Meter — Overtime

No person shall permit a vehicle to remain parked in any parking meter zone when the meter, receipt, card, or electronic device, as provided in Section 82.06, shows the parking time has expired. In addition, a receipt produced by a multispace parking meter, where a vehicle is parked as provided in Section 82.06(e), shall be displayed in a fully visible and conspicuous location as instructed on the receipt, in order to be valid or otherwise considered effective.

§86.15 Parking Meter — Extra Time Prohibited

(a) No person shall permit a vehicle to remain parked beyond the period of legal parking time established for any parking meter zone.

(b) No person shall ~~deposit or cause to be deposited in a~~ purchase or cause to be purchased time from any parking meter ~~any~~ using any method of payment for the purpose of increasing or extending the parking time of

any vehicle beyond the legal parking time which has been established for the parking space or zone adjacent to which said parking meter is placed.

§86.16 Parking Meter — Time of Operation

(a) Said parking meters shall be operated in said parking meter zones every day between the hours of 8:00 o'clock a.m. and 6:00 o'clock p.m., except Sundays and holidays; provided, however, that whenever the Council of The City of San Diego shall by resolution or ordinance provide that the parking time limits shall be effective at other times said parking meters shall be operating during all the times within which the parking time limit shall be effective.

(b) Notwithstanding subsection (a), said parking meters may operate beyond 6:00PM, but no later than 2:00AM of the following morning, Monday through Sunday, except on holidays, as set by the City Manager based upon parking utilization data and community based input as specified in Resolution No. _____[2] in order to achieve the 85% target utilization rate.

§86.17 Parking Meter — Tampering With and Inoperable Parking Meters

It shall be unlawful for and a violation of the provisions of this Chapter for any unauthorized person to deface, injure, tamper with, open or willfully break, destroy or impair the usefulness of any parking meters installed under the provisions of this Chapter. It shall also be unlawful for any person to park a vehicle in a parking meter zone or space, where the parking meter adjacent to the zone or space is not operable.

[2] Note to Clerk: please fill in official number for City Attorney Resolution No. R-2009-926.

JLG:cfq
03/19/09
Or.Dept:Planning
O-2009-106
mms#8009

000161

(B)

(R-2009-926)

RESOLUTION NUMBER R-_____

DATE OF FINAL PASSAGE _____

A RESOLUTION OF THE CITY OF SAN DIEGO AMENDING COUNCIL POLICY 100-18 PERTAINING TO COMMUNITY PARKING DISTRICT POLICY; AND RECOGNIZING THE DOWNTOWN PARKING MANAGEMENT GROUP AS THE ACTING PARKING ADVISORY BOARD FOR THE DOWNTOWN COMMUNITY PARKING DISTRICT.

WHEREAS, the City Council finds that one of the most effective strategies for managing on-street parking is to regulate the pricing and hours of operation of parking meters so as to achieve a target utilization rate of 85%;

WHEREAS, the City Council finds that a community based approach wherein the Parking Advisory Board for each respective Community Parking District [CPD] collaborates with City staff by analyzing utilization/occupancy data and making recommendations on adjustments to parking meter rates, time limits, and hours of operation will optimize existing on-street parking and provide the requisite flexibility necessary to achieve the target utilization rate of 85% within each community; and

WHEREAS, the City Council finds that to effectuate the policies set forth above, all of the costs of administering the Community Parking District Program should be applied prior to the calculation and allocation of the 45 percent share of parking meter revenue to the CPD's; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, as follows:

1. That Council Policy No. 100-18 titled "COMMUNITY PARKING DISTRICT POLICY" is amended as set forth and on file in the office of the City Clerk as Document No. RR-_____.

2. That the Downtown Parking Management Group [DPMG] is recognized as an advisory group to Centre City Development Corporation acting as the Parking Advisory Board for the Downtown Community Parking District, which shall advise City staff and make recommendations on meter locations, rates, time limits, hours of operation; new parking technology; and other activities and improvements in order to address parking-related issues pursuant to Council Policy 100-18.

3. That the City Clerk is instructed to add the aforesaid to the Council Policy Manual.

BE IT FURTHER RESOLVED, that this activity is not a project and is therefore exempt from CEQA pursuant to State Guidelines Section 15060(c)(3).

APPROVED: JAN I. GOLDSMITH, City Attorney

By _____
Jana L. Garmo
Deputy City Attorney

JG:cfq
03/19/09
Or.Dept:Planning
R-2009-926
MMS#8009

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of _____.

ELIZABETH S. MALAND
City Clerk

By_____
Deputy City Clerk

Approved: _____ _____
(date) JERRY SANDERS, Mayor

Vetoed: _____ _____
(date) JERRY SANDERS, Mayor

000165

CITY OF SAN DIEGO, CALIFORNIA

COUNCIL POLICY

SUBJECT: COMMUNITY PARKING DISTRICT POLICY

POLICY NO.: 100-18

EFFECTIVE DATE:

PURPOSE:

The intent of this Policy is to provide a mechanism whereby communities unable to meet existing parking demands may devise and implement parking management solutions to meet their specific needs and resolve undesirable parking impacts. This Policy anticipates that such communities, at their initiative, and with the approval of the City Council, can be responsible for establishing and managing a Community Parking District. This Policy specifies the procedures to be followed to establish a Community Parking District. This Policy also provides for, and specifies the procedures under which, certain parking management-related revenues earned by the City within the geographic boundaries of an existing or newly designated Community Parking District may be allocated to the Community Parking District to implement and manage improvements that address parking impacts. This Policy is not intended to reduce existing City revenue streams derived from various parking management-related fees, citations, permits, etc. Any references in this Policy to allocating a portion of parking meter or other parking management-related fees to Community Parking Districts is intended to apply only to new or prospective revenues. This Policy will be implemented in a manner that precludes any reduction or diminishment of City revenues.

POLICY:

A. Establishment of Community Parking Districts

1. A community planning group or a business improvement district may submit to the City Manager a request to form a Community Parking District when existing City mechanisms for implementing parking management solutions have been insufficient or such mechanisms do not exist within the community. The City Manager shall convey all such requests, along with the Manager's recommendation regarding each, to the City Council or any of its committees for its consideration. In the event that an organization submits a request that affects an existing Community Parking District, the City Manager will present the request to the board of the existing Community Parking District prior to forwarding the request to the City Council or any of its committees for action. A request to form a Community Parking District shall contain each of the following:

   a. A map or other description of the geographic area proposed to be designated as a Community Parking District.

   b. Data to verify that the proposed geographic area is in fact adversely impacted by parking demands. Such data may be provided by a parking study commissioned by the City Manager or by a qualified private traffic engineer who would be required to submit his/her data and findings to the City Manager

for review; a combination of project-specific parking studies which, in the aggregate, present credible information regarding parking impacts in the geographic area; or such other information as the City Manager may determine to be credible and persuasive.

c. A conceptual plan for how the Community Parking District will be managed, including, but not limited to:

(1) The legal entity proposed to be designated as the Community Parking District Advisory Board for the purpose of managing the District. The City Council may designate as the District Advisory Board the existing board of a business improvement district, a redevelopment corporation, a community development corporation, or other nonprofit corporation approved by the City Council. As wide a representation of community interests within the proposed geographic area as is possible shall be sought;

(2) How community input will be obtained and incorporated into the management of the District;

(3) The sources and amounts of District revenues;

(4) Examples of or proposed improvements that would address the District's parking impacts;

(5) Anticipated financing for these improvements, provided that no existing financing obligations or commitments shall be jeopardized or restricted; and

(6) A first year budget.

2. Prior to consideration of the proposal by the City Council or any of its committees, the requesting entity shall make the proposal publicly available for review and shall conduct a noticed public meeting for affected citizens in the proposed Community Parking District. The requesting entity shall also provide notice of this public meeting to all affected Community Planning Groups.

3. Geographic areas that, prior to December 31, 1997, were established as Parking Meter Districts are hereby now designated as established Community Parking Districts, and the organizations designated by the City Council as Parking Meter District Advisory Boards are hereby now designated as the established Community Parking District Advisory Boards.

4. The Community Parking District Program shall be administered by the City Manager. Annually, the costs of administering the Community Parking District (CPD) Program, including the services of a dedicated Transportation Engineer, shall

be subtracted prior to the determination of the revenue subject to allocation to the Community Parking Districts.

B. Revenues Subject to Allocation to a Community Parking District

1. All parking meter operations and Community Parking District program support costs shall be subtracted from the total parking meter revenue prior to the calculation of the percentage allocation to the Community Parking Districts.

2. A percentage of the total parking meter revenues generated within each Community Parking District shall be allocated to that Community Parking District on an annual basis. The percentage shall be forty-five (45%) each fiscal year.

3. In addition to this 45% allocation, the City may allocate all or a portion of the parking management-related revenues to a Community Parking District on a case-by-case basis. Such additional revenues may be allocated to a Community Parking District so long as all of the following requirements are met:

   a. Any City administrative costs necessary to implement and collect the fees are fully recovered;

   b. The City conducts, or causes to be conducted, an analysis of the proposed use(s) of the additional parking management-related revenues, and the analysis indicates that the amount allocated, along with any other authorized revenues, is sufficient to implement and manage the proposed use(s);

   c. The amount allocated is no more than necessary to implement and manage the proposed use(s); and

   d. The City determines through a fiscal impact analysis that the Community Parking District's proposed use(s) is/are in the City's long-term best interest.

4. For the purpose of this Policy, City revenues which may be allocated to a Community Parking District in addition to parking meter revenue, if any, may include:

   a. Fees paid by users to park in a facility operated by the Community Parking District;

   b. Valet parking fees;

   c. Residential or shopper parking permit fees;

   d. Parking in-lieu fees levied on new development; and

e. Any other authorized fees obtained to regulate parking in a Community Parking District.

5. Community Parking District revenues shall be allocated to each Community Parking District based on the percentage of average annual gross collections generated within each District. Monies collected will be disbursed pursuant to the adoption and approval of an implementation plan submitted to the City Council, as provided in section C below. The City shall maintain relevant data indicating the location of each parking meter, revenue earned by each meter, and other revenue sources, for the purpose of projecting and verifying parking management-related revenues allocable to each District.

6. The City will conduct an annual fiscal year-end reconciliation of actual parking management-related revenues. To the extent that actual revenues are less than or greater than the approved budget estimate the difference will be incorporated in the following fiscal year's Community Parking District allocation.

C. Use of Allocated Community Parking District Funds

1. An allocation of parking meter or other parking management-related revenue to a Community Parking District shall be made only from new or prospective revenues resulting from meter installations or the implementation of other parking management activities within the District, and the allocation shall not result in any reduction of current City revenues or anticipated increases in City revenues.

2. Community Parking District revenues shall be primarily used to address parking supply and mobility issues. Improvements and activities that increase the availability, supply, and effective use of parking for residents, visitors, and employees within the adopted Community Parking Districts shall be the principal focus of expenditure of the funds. Community Parking District revenues shall be used in accordance with Municipal Code §82.08 and §82.09 and may be used for such purposes as, but not limited to, the following:

a. Increasing the parking supply (e.g., self-parking, valet-parking, on-street parking, surface parking, and structured parking lots). This may include the acquisition of land, project design, financing, construction, and/or operation of public parking facilities.

b. Managing the existing parking inventory, including such measures as, but not limited to, parking evaluations, reconfiguration of existing on-street parking inventory, residential permit parking programs, employee parking programs, enforcement, and/or mitigation of any adverse effects resulting from the implementation of such program(s).

c. Providing mobility information such as signing, marketing, and communicating the location, availability, cost, etc. of district-wide parking options.

d. Providing funding for community shuttles within the boundaries of the Community Parking District.

e. Promoting alternative forms of transportation to reduce parking demand (e.g., community shuttles, public transit, bicycling, and walking).

f. Providing for extraordinary maintenance and landscaping activities associated with or required by any of the activities listed above.

g. Providing for extraordinary security activities associated with or required by any of the activities listed above.

3. Community Parking District revenues shall supplement, and not supplant, existing City funding sources and program revenues for each District.

4. The cost of new meters or other parking related equipment and their installation in existing and proposed Community Parking Districts will be shared between the City and the Community Parking District based upon the percentage by which the meter revenues are shared as described in sections B above, unless otherwise proposed in the Community Parking District plan and approved by the City Council.

5. The use of solar-powered parking technology shall be encouraged.

D. Community Parking District Management

1. Annually, each Community Parking District Advisory Board shall develop, through community input, and recommend to the City Council an annual improvement/ implementation plan and budget for the next year. Approval of the Community Parking District plan and budget shall rest with the City Council. Such approval may be granted by authorizing the City Manager to execute a written Agreement between the City and each Community Parking District Advisory Board, or through the annual citywide budgetary approval process.

2. A Community Parking District plan shall include each of the following:

a. How community input will be obtained and incorporated into the management of the District;

b. A budget, including the sources and amounts of District revenues and how each are proposed to be used; and

c. Proposed improvements to address the District's parking impacts, and their proposed financing.

3. In addition to proposed improvements, if any, the plan may include

recommendations regarding the following:

a. Parking meter rates, hours of meter enforcement, parking meter time limits, and additions or removals of parking meters;

b. Establishment or removal of time limited parking areas;

c. Implementation of valet parking fees, residential or shopper permit parking fees, and in-lieu fees;

d. The acquisition of any private property for a public purpose necessary to implement the plan; and

e. Any other relevant matters pertaining to the effective management of parking demand within the District.

4. Each Community Parking District Advisory Board (or their designated parking advisory group), in collaboration with City staff, shall, on an on-going basis, analyze meter and on-street parking utilization and make recommendations to City staff on meter locations, rates, time limits, hours of operation; and new parking technology. If the board or group is unable or unwilling to perform such analysis and provide recommendations then City staff shall undertake those tasks.

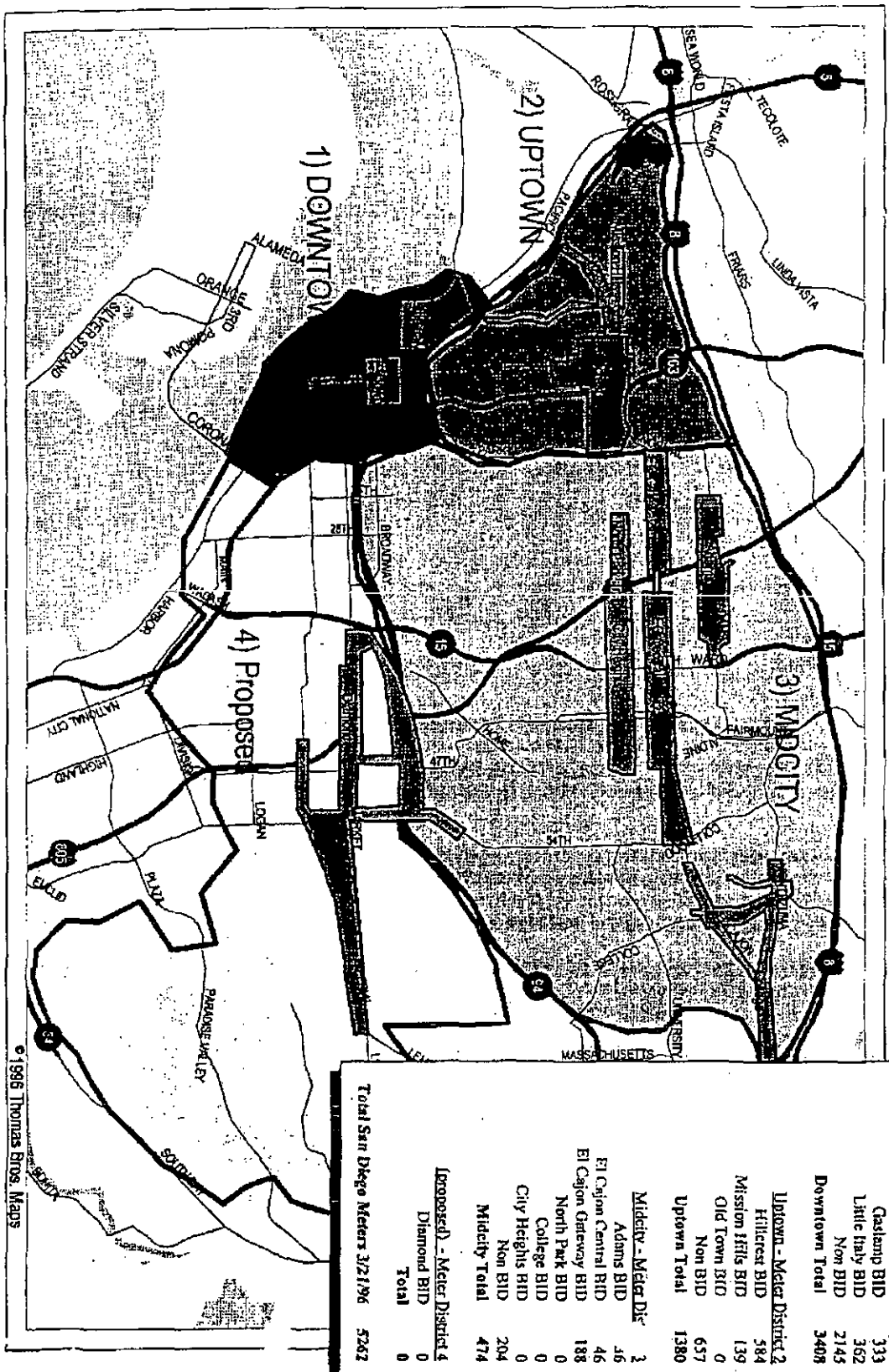
5. Each Community Parking District Advisory Board shall comply with all State and Federal laws and regulations pertaining to nonprofit corporations, including making its annual filing of IRS Form 990 available to the public, and shall comply with State public records and open meeting laws with regard to the use of Community Parking District funds.

6. Each Community Parking District shall be provided a seat on the City's Parking Advisory Board, and each Community Parking District Advisory Board shall recommend a member of its board to fill the seat.

HISTORY:

Adopted by Resolution R-288408 03/04/1997
Amended by Resolution R-299836 11/15/2004

Parking Meter District Map



SAN DIEGO METER INFORMATION

Downtown - Meter District 1	
Downtown BID	568
Gaslamp BID	333
Little Italy BID	362
Non BID	2145
Downtown Total	**3408**
Uptown - Meter District 2	
Hillcrest BID	584
Mission Hills BID	139
Old Town BID	0
Non BID	657
Uptown Total	**1380**
Midcity - Meter Dis	
Adams BID	2
El Cajon Central BID	46
El Cajon Gateway BID	188
North Park BID	0
College BID	0
City Heights BID	0
Non BID	204
Midcity Total	**474**
(proposed) - Meter District 4	
Diamond BID	0
Total	**0**
Total San Diego Meters 3/21/96	**5242**

000173

CITY OF SAN DIEGO, CALIFORNIA

COUNCIL POLICY

SUBJECT: COMMUNITY PARKING DISTRICT POLICY

POLICY NO.: 100-18

EFFECTIVE DATE: ~~November 15, 2004~~

PURPOSE:

The intent of this Policy is to provide a mechanism whereby communities unable to meet existing parking demands may devise and implement parking management solutions to meet their specific needs and resolve undesirable parking impacts. This Policy anticipates that such communities, at their initiative, and with the approval of the City Council, can be responsible for establishing and managing a Community Parking District. This Policy specifies the procedures to be followed to establish a Community Parking District. This Policy also provides for, and specifies the procedures under which, certain parking management-related revenues earned by the City within the geographic boundaries of an existing or newly designated Community Parking District may be allocated to the Community Parking District to implement and manage improvements that address parking impacts. This Policy is not intended to reduce existing City revenue streams derived from various parking management-related fees, citations, permits, etc. Any references in this Policy to allocating a portion of parking meter or other parking management-related fees to Community Parking Districts is intended to apply only to new or prospective revenues. This Policy will be implemented in a manner that precludes any reduction or diminishment of City revenues.

POLICY:

A. Establishment of Community Parking Districts

1. A community planning group or a business improvement district may submit to the City Manager a request to form a Community Parking District when existing City mechanisms for implementing parking management solutions have been insufficient or such mechanisms do not exist within the community. The City Manager shall convey all such requests, along with the Manager's recommendation regarding each, to the City Council or any of its committees for its consideration. In the event that an organization submits a request that affects an existing Community Parking District, the City Manager will present the request to the board of the existing Community Parking District prior to forwarding the request to the City Council or any of its committees for action. A request to form a Community Parking District shall contain each of the following:

   a. A map or other description of the geographic area proposed to be designated as a Community Parking District.

   b. Data to verify that the proposed geographic area is in fact adversely impacted by parking demands. Such data may be provided by a parking study commissioned by the City Manager or by a qualified private traffic engineer who would be required to submit his/her data and findings to the City Manager

for review; a combination of project-specific parking studies which, in the aggregate, present credible information regarding parking impacts in the geographic area; or such other information as the City Manager may determine to be credible and persuasive.

c. A conceptual plan for how the Community Parking District will be managed, including, but not limited to:

(1) The legal entity proposed to be designated as the Community Parking District Advisory Board for the purpose of managing the District. The City Council may designate as the District Advisory Board the existing board of a business improvement district, a redevelopment corporation, a community development corporation, or other nonprofit corporation approved by the City Council. As wide a representation of community interests within the proposed geographic area as is possible shall be sought;

(2) How community input will be obtained and incorporated into the management of the District;

(3) The sources and amounts of District revenues;

(4) Examples of or proposed improvements that would address the District's parking impacts;

(5) Anticipated financing for these improvements, provided that no existing financing obligations or commitments shall be jeopardized or restricted; and

(6) A first year budget.

2. Prior to consideration of the proposal by the City Council or any of its committees, the requesting entity shall make the proposal publicly available for review and shall conduct a noticed public meeting for affected citizens in the proposed Community Parking District. The requesting entity shall also provide notice of this public meeting to all affected Community Planning Groups.

3. Geographic areas that, prior to December 31, 1997, were established as Parking Meter Districts are hereby now designated as established Community Parking Districts, and the organizations designated by the City Council as Parking Meter District Advisory Boards are hereby now designated as the established Community Parking District Advisory Boards.

4. The Community Parking District Program shall be administered by the City Manager. ~~On an annual basis, 5% of the Community Parking District Program allocation as listed in the City Budget will be allocated to the City Manager to be~~

~~applied to the City's administrative costs of the program.~~ Annually, the costs of administering the Community Parking District (CPD) Program, including the services of a dedicated Transportation Engineer, shall be subtracted prior to the determination of the revenue subject to allocation to the Community Parking Districts.

B. Revenues Subject to Allocation to a Community Parking District

1. All parking meter operations and Community Parking District program support costs shall be subtracted from the total parking meter revenue prior to the calculation of the percentage allocation to the Community Parking Districts.

2. A percentage of the total parking meter revenues generated within each Community Parking District shall be allocated to that Community Parking District on an annual basis. The percentage shall be forty-five (45%) each fiscal year.

3. In addition to this 45% allocation, the City may allocate all or a portion of the parking management-related revenues to a Community Parking District on a case-by-case basis. Such additional revenues may be allocated to a Community Parking District so long as all of the following requirements are met:

   a. Any City administrative costs necessary to implement and collect the fees are fully recovered;

   b. The City conducts, or causes to be conducted, an analysis of the proposed use(s) of the additional parking management-related revenues, and the analysis indicates that the amount allocated, along with any other authorized revenues, is sufficient to implement and manage the proposed use(s);

   c. The amount allocated is no more than necessary to implement and manage the proposed use(s); and

   d. The City determines through a fiscal impact analysis that the Community Parking District's proposed use(s) is/are in the City's long-term best interest.

~~2~~. For the purpose of this Policy, City revenues which may be allocated to a Community Parking District in addition to parking meter revenue, if any, may include:

   a. Fees paid by users to park in a facility operated by the Community Parking District;

   b. Valet parking fees;

   c. Residential or shopper parking permit fees;

d. Parking in-lieu fees levied on new development; and

e. Any other authorized fees obtained to regulate parking in a Community Parking District.

53. Community Parking District revenues shall be allocated to each Community Parking District based on the percentage of average annual gross collections generated within each District. Monies collected will be disbursed pursuant to the adoption and approval of an implementation plan submitted to the City Council, as provided in section C below. The ~~Community Parking District Program Administrator~~ City shall maintain ~~a map and other~~ relevant data ~~showing~~ indicating the location of each parking meter, revenue earned by each meter, and other revenue sources, for the purpose of projecting and verifying parking management-related revenues allocable to each District.

64. The City will conduct an annual fiscal year-end reconciliation of actual parking management-related revenues. To the extent that actual revenues are less than or greater than the approved budget estimate, the difference will be incorporated in the following fiscal year's Community Parking District allocation.

C. Use of Allocated Community Parking District Funds

1. An allocation of parking meter or other parking management-related revenue to a Community Parking District shall be made only from new or prospective revenues resulting from meter installations or the implementation of other parking management activities within the District, and the allocation shall not result in any reduction of current City revenues or anticipated increases in City revenues.

2. Community Parking District revenues shall be primarily used to address parking supply and mobility issues. Improvements and activities that increase the availability, supply, and effective use of parking for residents, visitors, and employees within the adopted Community Parking Districts shall be the principal focus of expenditure of the funds. Community Parking District revenues shall be used in accordance with Municipal Code §82.08 and §82.09 and may be used for such purposes as, but not limited to, the following:

a. Increasing the parking supply (e.g., self-parking, valet-parking, on-street parking, surface parking, and structured parking lots). This may include the acquisition of land, project design, financing, construction, and/or operation of public parking facilities.

b. Managing the existing parking inventory, including such measures as, but not limited to, parking evaluations, reconfiguration of existing on-street parking inventory, residential permit parking programs, employee parking programs, enforcement, and/or mitigation of any adverse effects resulting from the

implementation of such program(s).

c. Providing mobility information such as signing, marketing, and communicating the location, availability, cost, etc. of district-wide parking options.

d. Providing funding for community shuttles within the boundaries of the Community Parking District.

e. Promoting alternative forms of transportation to reduce parking demand (e.g., community shuttles, public transit, bicycling, and walking).

f. Providing for extraordinary maintenance and landscaping activities associated with or required by any of the activities listed above.

g. Providing for extraordinary security activities associated with or required by any of the activities listed above.

3. Community Parking District revenues shall supplement, and not supplant, existing City funding sources and program revenues for each District.

4. The cost of new meters or other parking related equipment and their installation in existing and proposed Community Parking Districts will be shared between the City and the Community Parking District based upon the percentage by which the meter revenues are shared as described in sections B above, unless otherwise proposed in the Community Parking District plan and approved by the City Council.

5. The use of solar-powered parking technology shall be encouraged.

D. Community Parking District Management

1. Annually, each Community Parking District Advisory Board shall develop, through community input, and recommend to the City Council an annual improvement/ implementation plan and budget for the next year. Approval of the Community Parking District plan and budget shall rest with the City Council. Such approval may be granted by authorizing the City Manager to execute a written Agreement between the City and each Community Parking District Advisory Board, or through the annual citywide budgetary approval process.

2. A Community Parking District plan shall include each of the following:

a. How community input will be obtained and incorporated into the management of the District;

b. A budget, including the sources and amounts of District revenues and how each are proposed to be used; and

c. Proposed improvements to address the District's parking impacts, and their proposed financing.

3. In addition to proposed improvements, if any, the plan may include recommendations regarding the following:
   a. Parking meter rates, hours of meter enforcement, parking meter time limits, and additions or removals of parking meters;

   b. Establishment or removal of time limited parking areas;

   c. Implementation of valet parking fees, residential or shopper permit parking fees, and in-lieu fees;

   d. The acquisition of any private property for a public purpose necessary to implement the plan; and

   e. Any other relevant matters pertaining to the effective management of parking demand within the District.

4. Each Community Parking District Advisory Board (or their designated parking advisory group), in collaboration with City staff, shall, on an on-going basis, analyze meter and on-street parking utilization and make recommendations to City staff on meter locations, rates, time limits, hours of operation; and new parking technology. If the board or group is unable or unwilling to perform such analysis and provide recommendations then City staff shall undertake those tasks.

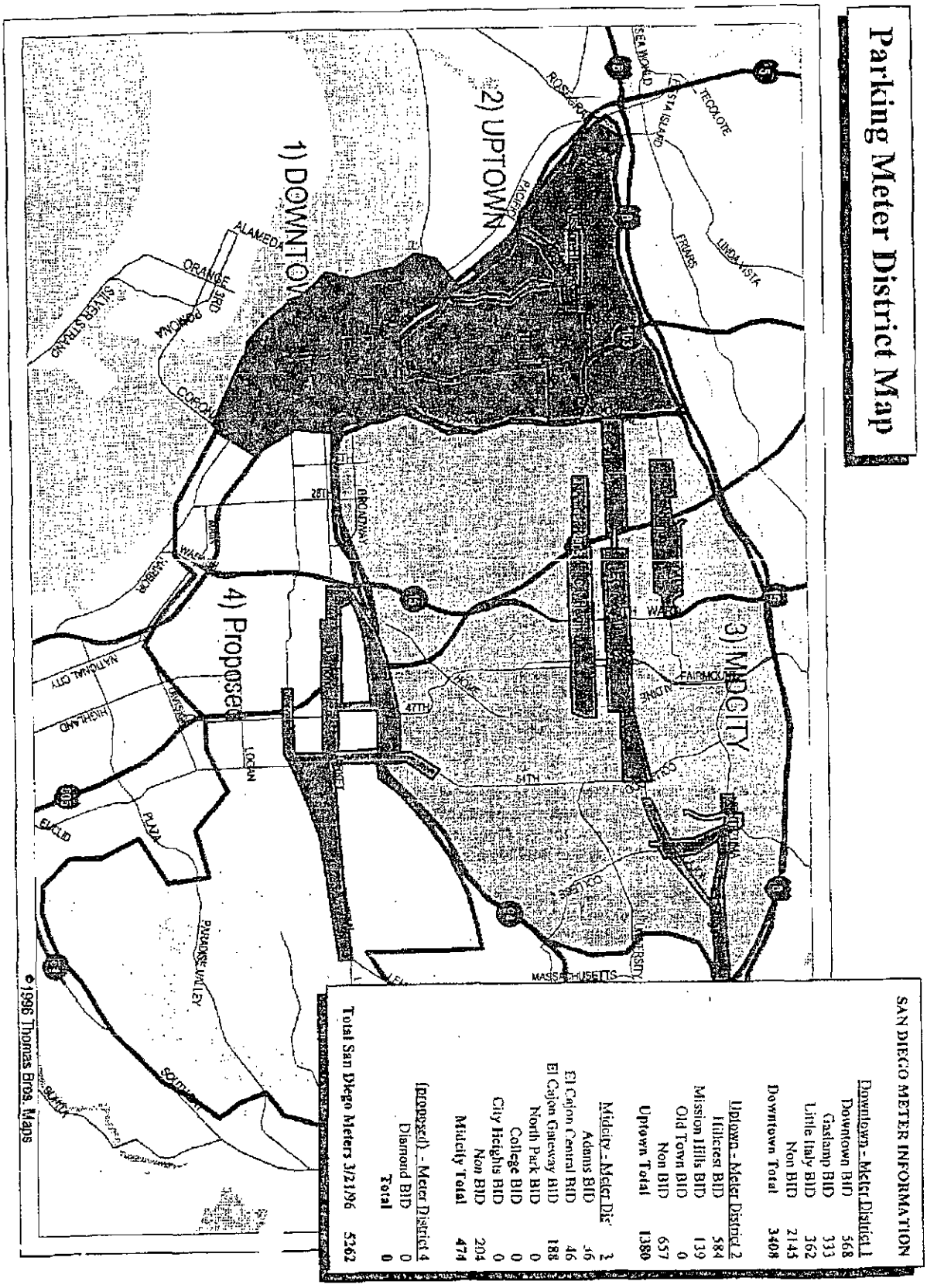
5~~4~~. Each Community Parking District Advisory Board shall comply with all State and Federal laws and regulations pertaining to nonprofit corporations, including making its annual filing of IRS Form 990 available to the public, and shall comply with State public records and open meeting laws with regard to the use of Community Parking District funds.

6~~5~~. Each Community Parking District shall be provided a seat on the City's Parking Advisory Board, and each Community Parking District Advisory Board shall recommend a member of its board to fill the seat.

HISTORY:

Adopted by Resolution R-288408 03/04/1997
Amended by Resolution R-299836 11/15/2004

Parking Meter District Map



SAN DIEGO METER INFORMATION

Downtown - Meter District 1	
Downtown BID	568
Gaslamp BID	333
Little Italy BID	362
Non BID	2145
Downtown Total	**3408**
Uptown - Meter District 2	
Hillcrest BID	584
Mission Hills BID	139
Old Town BID	0
Non BID	657
Uptown Total	**1380**
Midcity - Meter Dis	
Adams BID	3
El Cajon Central BID	46
El Cajon Gateway BID	188
North Park BID	0
College BID	0
City Heights BID	0
Non BID	204
Midcity Total	**474**
(proposed) - Meter District 4	
Diamond BID	0
Total	**0**
Total San Diego Meters 3/21/96	**5262**